

# *The* NATIONAL UNDERWRITER

*Life Insurance Edition*



## The Home Office Goes to the Field

During 1951 every Connecticut Mutual agent will have the opportunity to attend one of a series of Field Sales Clinics. The purpose of these clinics, conducted by teams of Home Office men, is to carry to the field new and current sales materials and techniques designed to increase the representatives' sales effectiveness.

In the photo above, Horace R. Smith, superintendent of agencies, introduces a new and simplified rate finder—one of the several new Company sales aids to be announced at the Clinics.

13.5% greater gain in insurance in force, first quarter of 1951, compared with the first quarter of 1950

Other members of the Home Office teams taking part in these Clinics are Royden C. Berger, director of advertising; William L. Camp, III, supervisor of publications; Melvin G. Campbell, Jr., agency assistant; Robert B. Proctor, assistant superintendent of agencies; Warren F. Reuber, assistant editor; and James L. Russell, agency assistant.

Field Sales Clinics are but one phase of The Connecticut Mutual overall development program. Other scheduled activities include, for example, Advanced Underwriting Forums, General Agents Seminars, comprehensive Educational Courses for new, intermediate and veteran agents, periodic Home Office Career Schools, Supervisors' Conferences, national and regional Conventions.

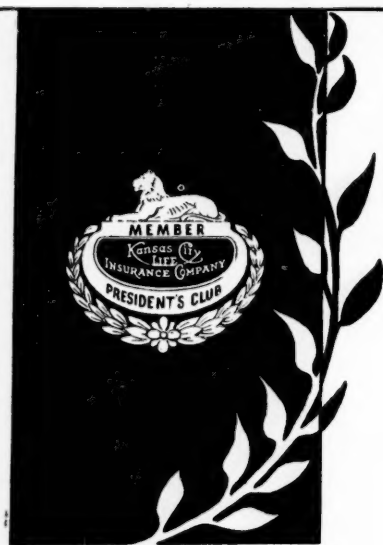
It is Connecticut Mutual's aim, in conducting these Field Sales Clinics, to equip its field representatives to take maximum advantage of today's expanding life insurance markets.

Insurance in force as of March 31, 1951  
\$2,157,784,000



*The* CONNECTICUT MUTUAL  
LIFE INSURANCE COMPANY • HARTFORD

FRIDAY, JUNE 29, 1951



## For Distinguished Service

Membership in our President's Club is a mark of distinguished service rendered to the public.

We extend our congratulations to 162 members from 39 states and the District of Columbia who meet this summer at The Broadmoor, Colorado Springs, Colorado.



**KANSAS CITY LIFE INSURANCE**  
*Company*

## You Can Close The Door - Now!

A GOOD life insurance program unsupported by disability protection is like a nicely furnished home with all the windows tightly locked—and both doors standing wide open.

It invites trouble from twin thieves—accidental injury and illness.

Occidental agents offer a choice of four stout locks for the doors of their clients' financial homes.

Income Disability protection (1) as part of the life policy, (2) in combination with the life policy, (3) as a separate, independent policy, or (4) under Group plans.

## Occidental Life

INSURANCE COMPANY OF CALIFORNIA  
W. B. STANNARD, Vice President



...a Star in the West

"WE PAY AGENTS LIFETIME RENEWALS... THEY LAST AS LONG AS YOU DO"

## THE GREATEST FORWARD STEP IN COMPENSATING AGENTS

The Automatic Increasing Remunerator Contract, purely incentive, gives the Agent

### IMMEDIATELY

- Basic Raise, commission rate at 20% more than customary commission contracts.

### PLUS

- Automatic additional increases of 8% — 16% — 24% in First Year Commission rate — payable automatically first of each month.

### TOGETHER WITH

- Persistency Bonus, payable every three months
- Lifetime Renewals, a permanently increasing income
- Free Vacation, all expenses paid, each year
- Incentive Contests, liberal awards for all producers
- Production Clubs, paying substantial cash bonuses

Agents can easily DOUBLE their income for good production.

With the A.I.R. Commission Contract—Outstanding Policies, we challenge comparison. This unusual contract available in Michigan—Illinois—and Missouri—Write today for full details—Charles H. Davis, Supt. of Agencies.

**Bankers Mutual Life Insurance Company**

G. C. French,  
President

HOME OFFICE FREEPORT, ILLINOIS

An Old Line Mutual Legal Reserve Life Insurance Company

Bringing More Commissions to Life Producers



**F**AMED FOR WORLD-WIDE SERVICE from branches located in more than 20 countries, including 50 offices in the United States, the SUN LIFE ASSURANCE COMPANY OF CANADA has won universal recognition for the diversity of its comprehensive life insurance and annuity plans. The specific needs of men, women and children under widely differing circumstances are taken care of, and a variety of optional policy privileges offers valuable alternatives to safeguard the interests of the beneficiary.

More than One and a Half  
Million Policies in Force



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## See Continued Use of War Clause Even If Korea War Ends

### Still Tense International Front Precludes Major Immediate Changes

Even if the current Russian peace feelers result in a windup of the fighting in Korea, there is little possibility of an immediate major reversal of company practice in the use of war clauses.

A roundup of opinion shows that selection men would like to see something more indicative of genuine world peace in the future before doing away with war clauses which some adopted almost as much because of general world tension and the dim outlook for peace as because of the Korean war.

Underwriters don't profess to be diplomats or military strategists but they point out that the country is still committed to sending several more divisions to Europe, to continuing the draft, to large scale defense spending, etc.

They cite the Iranian oil dispute as an unexpected incident which can quickly bring about new war fears. They explain that similar incidents have been cropping up for several years and observe that Russia basically hasn't changed its mind about anything.

### No Bandwagon Expected

Competition could bring about a dropping of war clauses, especially if agency pressure for their discontinuance builds up considerably, selection men concede. But the companies are making up their own minds on the subject of war clauses. It has been difficult to get an industry war clause bandwagon going in any direction since they were first adopted last July. Some companies still aren't using them.

Even if companies discontinue the insertion of war clauses in new issues to militarily exposed classes, they will continue to underwrite the business carefully as to plan and amount. This is what the non-war clause companies have been doing as a substitute for the use of the war exclusion. They feel that from the overall viewpoint, selection measures can be as effective as the use of the policy exclusion.

Another factor opposing the prompt discard of war clauses is that companies don't want to make changes and then have the decision misfire in a few weeks. The picture became very confused in short order last summer and they don't want a repeat performance of flip-flops in selection directives.

### May Relax Underwriting

Some relaxations in underwriting will probably take place if the Korean war ends. But selection is an internal management routine which can be changed without the technicalities of insurance department approval and without a change in the contract ultimately issued. Depending on developments on the international front, some companies may adopt a sanguine future outlook. To them a flyer in the young man's market may look worthwhile in the form of the new business that will result immediately as well as in later years. But no one has a corner on the supply of the day's newspapers and it's hard for

## Security Valuation Methods Criticized by N.A.I.C. Committee; Offers Substitute

The committee on valuation of securities of National Assn. of Insurance Commissioners has distributed a booklet to all departments and insurers containing the suggestions of its technical staff for revision of the present methods of valuation of securities. Proposals for determining valuation and amortizability of oil and gas production loans for annual statement purposes for use after 1951 are included in the report.

The distribution of the report arises in part in connection with the proposals for revision of the valuation procedures made by American Life Convention and Life Insurance Assn. of America.

The subcommittee has invited departments and companies to submit written comments on the report by September 1. The subcommittee does not intend to make any changes in its resolutions for this year as a result of the proposals but the report may lead to future revisions.

The subcommittee intends to announce a date in October for a public hearing on the changes.

### Criticize Present Tests

The committee presents a critical analysis of the rating and yield tests now in use and of the problems involved in the valuation of direct placements.

The principal committee objection to the rating test is that it involves reliance upon the opinions of rating agencies whose approach and objectives may differ from those employed by its technical staff. It points out that this test is completely dependent upon the continuation of the rating service. It notes that two of the three agencies formerly rating stocks have discontinued this service.

Of more practical importance, says the committee, is the diminishing number of bonds which are being rated by the agencies. This is due in some degree to the increased number of directly placed securities. Direct placements are not assigned a published quality rating even when comparable, publicly traded securities of the same issuer are rated by the agency.

### Yield Test Impractical

The committee is quite critical of the yield test, in use since 1942. The yield test involves a plus factor added to the yield for comparable, taxable, unrestricted U. S. treasury obligations. The factor this year is 1.50 to which it has been reduced from 3.90 in 1942 in a progressively more conservative test of amortizability. The committee points out that the practice of arbitrarily adding the plus factor as is done now to determine the maximum yield for eligibility for amortization does not appear realistic. The basic premise of this method is that regardless of maturity the spread between government and corporate bond yields remains constant. It would appear more nearly correct to conclude that the spread between governments and corporates varies with particular maturities, says the commit-

tee. The task of determining with any high degree of accuracy the varying scale of plus factors that should be added to the scale of government bond yields is of such magnitude and complexity that a satisfactory solution is extremely unlikely.

any company to get very far ahead of the next one on something like this. If there is a petering out of the tension public opinion may force companies to drop war exclusions. That seems to be a long way off, however, and companies would probably be ahead of the public on that score.

Insurance departments feel that the use of war clauses is a management matter. They take no position on their use aside from reviewing the type clause a company wants to insert in its policies, and, occasionally, the administration of claims under a clause which they have approved.

### OFFER NINE OBJECTIONS

The committee lists nine objections to the use of the yield test, pointing out that the price of a bond can reflect a number of factors other than quality. The following considerations appear frequently and significantly affect yields on corporate bonds: 1. Conversion and warrant privileges. A bond may be convertible into common stock, for example, and a rise in the price of the common may be reflected in a higher price for the bond. 2. Sinking funds. Some indentures provide for buying of bonds on the market. The bids resulting from the operation of such a sinking fund may raise the price out of its normal trading range, especially in the absence of a sufficient offering of bonds. 3. Size of issue. The price of an issue may be adversely affected as a result of small size, for example, as a result of the reluctance of major buyers to make small commitments. On the other hand, a group of issues may be present in such large volume that there are insufficient buyers to support a price level commensurate with quality. 4. Tax exemption. The savings and taxes derived from the tax exemption of municipal and revenue bonds cause the general level of interest rate of these obligations to be substantially lower than on corporate bonds. 5. Call prices. The presence of a low call price may depress the price of a security as a result of the reluctance of investors to pay more than the call price with consequent risk of loss in the event of redemption. 6. Voting rights. The added attraction of voting rights may induce bidding for securities and consequently higher prices and lower yields apart from considerations of quality. 7. Manipulation. The price of any bond may be artificially raised or lowered by deliberate attempts at manipulation or by innocent actions of traders. 8. Local pride. There are cases where investors in the vicinity of corporate or other issuers bid for such securities for purposes of pride and prestige rather than for intrinsic investment quality. 9. Business reasons. It is probable that business concerns make investments in the security of potential clients with the objective of deriving additional business rather than of securing investment value. For example, a bank may buy the obligations of the local municipality to insure against loss of the municipal account.

### Two Tests Conflict

The presence of one or more of these factors in varying degrees in the market for so many securities make the yield test inaccurate to such an extent that its use is inadvisable when more refined methods of evaluation are available, the committee continues.

A third criticism of the yield test is that in many instances it is in direct conflict with the quality rating test. The resolutions provide that a bond may be classed as eligible for amortization if it passes the quality rating or yield test. But there are many issues which are subrated by the services yet have a yield to maturity that is well within the yield yardstick and must be classed as eligible. In these cases, the yield may have been lowered due to speculative

(CONTINUED ON PAGE 17)

## Only Two Routes to Security — State and Life Insurance

### H. W. Manning Contrasts Effects of Paternalism and of Self-Reliance

People today must look for security either to life insurance or to the state, H. W. Manning, chief executive officer of Great-West Life, declared at the annual meeting of Chicago Assn. of Life Underwriters.

He then proceeded to etch the sharp contrast between the attitudes of recipients of dole from paternalistic governments and the owners of life insurance.

Mr. Manning drew his illustrations from socialist practices in Great Britain and his own country to show that the state in many places has not only shown a willingness to undertake the responsibility of guaranteeing the security of the people, but "in fact, an avidity to do it." Concerning the pattern of the protection shaped by the state and imposed upon the individual he had this to say:

"It is based upon a subsistence level, thus it pulls down objectives and in time, as generation after generation live down to the level of state provision, it will pull down the standard of living. It eliminates voluntary action and individual consideration. It voids self-assertion and saps ambition. It transports to the state the responsibility which should rest on the shoulders of the head of the household. It denies one that self-respect which alone could come from the realistic assumption of responsibility."

### Power to Manipulate Dollar

"It is a system which puts the administration of future welfare into the hands of the state, which at the same time has the power and the temptation to manipulate the value of the dollar to the disadvantage of the beneficiary and the easement of the benefactor," he said.

"Our present inflationary situation in both countries is to a measure state induced and state condoned. It appears to be an avowed policy of our two governments to liquidate or at least reduce the large national debt with cheap money, and money which they would make cheap by an infusion of abundant and cheap credit."

"Do you want to leave your old age, the future of your family to an agency which, regardless of the character of the administrator, has the authority, the power, the temptation to translate future obligations into depreciated dollars?" he asked.

These observations on the kind of security offered by the state were followed by views from the same observation post of the institution of life insurance, concerning which Mr. Manning had this to say:

"Remember, this institution has great standing in our two countries. There

(CONTINUED ON PAGE 17)



H. W. Manning

## Medical Section of A. L. C. Elects Dr. Byrd Chairman

### Many Medical Selection Problems Reviewed at Colorado Springs Meeting

COLORADO SPRINGS—Dr. B. F. Byrd, medical director of National Life & Accident, was elected chairman of the medical section of American Life Convention at its annual meeting here. He succeeds Dr. F. Tulley Hallam, vice-president and medical director of State Life of Indiana. The past year Dr. Byrd has served as vice-chairman of the section.

Other new officers elected were: Vice-chairman, Dr. David S. Garner, medical director of Shenandoah Life; member board of managers, Dr. Karl Y. Anderson, medical director of Northwestern National, and program chairman, Dr. James P. Donelan, medical director of Guarantee Mutual Life. Dr. J. R. B. Hutchinson, vice-president and medical director of Acacia Mutual, was reelected secretary of the section.

#### Gives Disability Formula

Dr. Joseph Travenick, Jr., medical director of Interstate L. & A., opined that adverse experience in the writing of income disability basically is due to lack of attention to fundamentals in selection. He said that in order to write income disability successfully it is necessary that the risk be very carefully selected by experienced underwriters, that the underwriting be conservative and the amount issued either reduced or eliminated entirely at retirement age.

"It is important to remember," Dr. Travenick said, "all those collecting income disability, enabling them to enjoy their normal standard of living, are not totally disabled. Although the policy provision clearly states that total disability means inability to perform any work for compensation or profit, the language frequently is interpreted rather loosely by the courts, thus making it easy for the unscrupulous claimant to enjoy a life of ease at the expense of the insurer. This was further encouraged by the old type of benefit which contained two very tempting elements, namely a high rate of income disability in relation to earned income, and an income which continued after retirement age." Dr. Travenick recommended careful investigation when the income disability benefit is requested.

#### Hypertension Hereditary

Dr. Arthur E. Parks, medical director of Canada Life, pointed out that frequent occurrence of high blood pressure in more than one generation of the same family has been noted repeatedly in the past by many observers. He said that from a fairly detailed account of the evidence and support of a heredity factor in hypertension, it would appear that the disease may be a form of dominant inheritance with a rate of expression exceeding 90%. Dr. Parks mentioned certain conclusions that could be drawn when underwriting risks where a strong family history of hypertension exists.

"The development of antibiotic therapy in the past 10 years," according to Dr. J. Grant Irving, medical director of Aetna Life, "has influenced life insurance medical underwriting more than any other single factor." He gave various examples showing that antibiotic therapy has entered every branch of medicine and surgery and discussed the use and value of single antibiotics

against certain infections, the employment of two or more antibiotics in combination, the prophylaxis of infections and some misuses of antibiotics.

Dr. Norman B. Cole, medical director of Baltimore Life, discussed from the insurability angle various types of lesions of the spinal cord, among them multiple sclerosis, neurological complications of pernicious anemia, anterior poliomyelitis, herniated disc, meningitis and tumors. He explained the present practice of some of the larger companies in connection with these.

Dr. Joyce T. Sheridan, associate medical director of Fidelity Mutual Life, defined a true diabetic as against a mild diabetic and went on to show when and on what basis a mild diabetic is insurable.

#### Asks 5-Year Study

"In spite of increased longevity and a record of low mortality of all insurance companies, conditions giving rise to chest pain (notably coronary artery disease) lead the mortality parade," Dr. Ghent Graves, associate medical director of American General, stated. "Certain conditions producing chest pain account for significant losses to all insurance companies."

Dr. Graves listed the causes of chest pain, the differentiation between significant and non-significant chest pain and concluded with a suggestion that a committee be appointed to study for five years, methods and means of standardizing consideration of cases for life insurance with a history of chest pain.

Dr. John W. Gofman, associate professor, division of medical physics of the Donner Laboratory, University of California, reported on the results of a one-year study of the relationship of serum lipoproteins to atherosclerosis in the human.

Dr. Cecil J. Watson, head of the department of medicine, University of Minnesota, considered some of the most

## Chicago Leads in Ordinary Sales Increase for May

Chicago showed the greatest increase in ordinary sales during May among the large cities, with a gain of 15%. Cleveland led the first five months with a gain of 22%, according to L. I. A. M. A. statistics. The figures for the leading cities were reported as follows, with the first figure representing the May increase and the second figure representing the increase for the year to date: Boston —2, 14; Chicago 15, 20; Cleveland 8, 22; Detroit 13, 15; Los Angeles 1, 13; New York City 2, 11; Philadelphia 0, 13; St. Louis —3, 2.

Among the states, the greatest rate of increase was shown by Nebraska with a 21% gain. Arizona chalked up an 18% increase and New Jersey was 16% ahead.

For the first five months, New Hampshire led with an increase of 22%, Arizona following with a 20% spurt.

## Owen Atlanta C.L.U. Head

W. Sheffield Owen, who is assistant agency vice-president of Life of Georgia, has been elected president of the Atlanta C.L.U. chapter. Tom Penland, Reliance Life, was named vice-president and Luther Guest, Connecticut General, secretary.

recent methods of recognizing liver disease when jaundice is not present. He said that life insurance examinations emphasize simple methods related to the detection of kidney disease, but little or nothing has been customary with respect to the problem of inapparent or "subclinical" liver disease.

## Hamrick Heads Combination Group of L.I.A.M.A. Men

W. J. Hamrick, agency vice-president of Gulf Life, was elected chairman of the combination committee of L.I.A.M.A. at the conference for combination companies at White Sulphur Springs, W. Va. E. B. Stevenson, Jr., executive vice-president National L. & A., was elected vice-chairman. The conference was attended by 150 agency officers.

Mr. Hamrick presided over a session on agent failures. Mr. Stevenson directed discussion at the final session. H. P. Anderson, vice-president Life of Virginia, and W. C. Laird, assistant general manager London Life, also presided. A summary session was directed by Lewis W. S. Chapman, director of company relations. Mr. Hamrick presented a gavel to Orville E. Beal, vice-president Prudential, retiring chairman.

The meeting next year will be held at the General Oglethorpe hotel at Savannah, May 26-28. Herman N. Hipp, vice-president Liberty Life, and Frank B. Maher, 2nd vice-president John Hancock, were elected to the combination companies committee.

Mr. Beal pointed out the great cost of agent termination. He said when an agent leaves the combination business, the bond of friendship and the chain of service come to a halt and a new relationship must be established. Not only from a public relations standpoint, but from a monetary point of view there is a loss, he said. He characterized the problem of agent termination as worthy of the best effort and best thought of agency officers.

#### Must Educate Wage Earners

Charles J. Zimmerman, L.I.A.M.A. managing director, reported that the great new market of "blue collar" people has not been adequately served, because that market has not been adequately prepared. People in this group are putting money into television sets, automobiles, etc., because they have not been properly educated to life insurance. He said that the selling problem within the group which is earning the highest wages in history revolves around education of these people to the facts concerning what life insurance can do for them.

Mr. Zimmerman told his hearers that the inflated economy has changed the basic reason why men choose various jobs. He said, "Formerly the surveys of job studies told us that job security was the thing that most people wanted in a job. But now, with the pressure caused by living cost increases, earnings are becoming more and more important. You will find this fact of earnings becoming more and more of a problem among your people, home office as well as in the field," he declared.

## Tibbott General Chairman for L.I.A. Annual Meeting

David W. Tibbott, director of advertising of New England Mutual, has been named general chairman of the annual meeting of Life Insurance Advertisers Assn. Oct. 28-31 at Williamsburg, Va. William S. Weier, Prudential, is program chairman; Harvey Kesmodel, Jr., Sun Life of Baltimore, treasurer; Thaddeus T. Crump, Atlantic Life, chairman of arrangements and entertainment; Robert B. Lancaster, Life of Virginia, vice-chairman; Henry Morrow, Life of Georgia, chairman of promotion and registrations; Hal R. Marsh, Jefferson Standard Life, vice-chairman; Frederick J. Kiefner, Provident Mutual Life, chairman of exhibits, and C. R. Andrews, Pilot Life, vice-chairman.

Harry W. Frazee has been appointed manager at Akron, O., for Dominion Life.



## THE SKY'S THE LIMIT!

*"The man who has done less than his best has done nothing!"—Charles M. Schwab.*

As a life insurance man you're on your own. If you were interested only in a salary, you wouldn't be in this business. It's not a job you want, but a *career*.

As a life insurance man you can earn as much as you want to earn. The sky's the limit! But you'll never rise above the average—you'll never get in the "big money"—if, as the great industrialist Charles M. Schwab warned, you give *less than your best!*

INSURANCE IN FORCE June 1, 1951, \$500,413,887



## COMMONWEALTH

### Life Insurance Company

HOME OFFICE • LOUISVILLE, KY.

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## AUSTERITY PROGRAM PAYS OFF

## Berkshire Life Marks 1st Century as Windup Period

By LEVERING CARTWRIGHT

Berkshire Life is a virile centenarian. Its four day agency convention at the home office city of Pittsfield, Mass., and at close-by Stockbridge was anything but a warming over of Berkshire's 100 years. "Blico—1851-1951" penetrated the consciousness of the 250 or so conventioners as a match book imprint, as a back drop on the stage and spectacularly as the big feature of a fireworks display, but the real emphasis was on launching the second century in aggressive, competitive style. The first century was simply the windup.

At the business sessions on the two closing days the agency force was presented in almost breath taking fashion with a succession of answers to the rate book man's prayers in the form of announcements of lower rates, higher dividends, improved policy and rider conditions, liberalized underwriting standards, and a promise that the management is searching the possibilities for providing even more inviting "merchandise."

## Fruits of Austerity

This program was presented as the fruits of the "austerity" period that has characterized the administration of President Harrison L. Amber. Positive cause and effect. Mr. Amber, with his quiet sense of humor, however, in his closing talk, warned that the pennies were still being counted and that there would be no more fireworks for another hundred years.

"This is a crowning moment for me," Mr. Amber said in bringing the convention to a close. "I know you have felt that I was a tightwad. You were right, but I had only one purpose and that was to bring us into the position which we now occupy."

Curiously enough Berkshire Life, which has gone to far off glamour spots for its agency conventions, had by far its best such gathering ever in its own front yard—the first time it had ever met here. Stockbridge with a trio of hotels, closely grouped, with the famed Stockbridge Playhouse for the meetings, with good golf facilities, with New England sights abounding in every direction, offers unusual attractions for agency gatherings of this size. But it has been pretty much virgin territory for such purposes. It remained for Berkshire Life, aided by the Treadway hotel interests, to discover this spot.

## Crowning Social Event

The crowning social event was the reception, president's dinner—a heaping buffet—dancing, fireworks and entertainment at Heaton Hall, with the entire home office personnel joining in the festivities. Here the team spirit and the morale that characterizes the organization was manifest in the fellowship of the hour.

The most fervent moment of the week came in the homespun, highly motivating message, given in his straight-from-the-shoulder style by Vice-president W. Rankin Furey, whose family ties with Berkshire go back 80 years and whose son W. M. Furey, III, two years out of Yale, is making his mark as a Berkshire agent at Pittsburgh. Mr. Furey in this talk entitled "Security Is Within Ourselves" electrified the group and he was greeted with a standing ovation at the close. In the course of his talk he said he would not be surprised to see Berkshire Life in due course in the group insurance and group annuity field and possibly in non-cancelable disability income insurance.

The first evening there was a clamor in true New England style. The next morning there were ceremonies in Berkshire Museum auditorium at Pitts-

field with President Amber delivering a significant talk and Commissioner Dennis E. Sullivan of Massachusetts making an appearance. There was a luncheon at Pittsfield Country Club with Holgar J. Johnson, president of Institute of Life Insurance, as the speaker. That evening the group attended a play at Berkshire Playhouse.



H. L. Amber



H. S. Hart

The third morning there was a business session at which much of the improved "merchandise" was unveiled and that evening there was the reception and president's dinner. The final business session fell on the fourth day.

Mr. Amber in his opening talk declared that life insurance has succeeded to the great position that it occupies in this country "because we have been engaged in a business of doing good, a business wherein women and children have been protected against economic crises. We have a business that deserves to prosper."

He went on to say that in the life

insurance business there are the best trained and best equipped salesmen of any business in the world. Great strides have been made in the last 10 to 20 years in improving the quality of the representatives. In the past 10 years Berkshire Life's new business production has increased 120%. Insurance in force is 74% greater, premium income is 76.4% larger; investment income is up 91½% and total income is about 89% more than it was in 1940. Assets have increased about 89%. He predicted that in the next 10 years the insurance in force and assets will double providing there is not a repetition of the severe depression of the 30's.

He said the increased dividend schedule which is amply justified on the basis of earnings places Berkshire in a very favorable net cost position. Berkshire has completed a full year in the A. & H. and hospital indemnity business and has about 2,000 policyholders with premium income of about \$100,000. He predicted that in the second year this business will be greatly increased. He expressed confidence that the people in this country will not turn their backs on the principle of free private enterprise. A very large majority of the citizens believe that trade and business can be managed better on Main street than Pennsylvania avenue. Initiative, imagination and independence which thrive in private business, must not be destroyed.

## Hart Finds the Gimmicks

Hiram S. Hart, superintendent of agents who was chairman of the business sessions devised what the advertising people would refer to as gimmicks to keep attention focused on the proceedings and to supply a lot of visual material. He had discovered a velvety-looking black board on which various pictorial items could be made to adhere simply by pressing them

(CONTINUED ON PAGE 19)

## Big Combination Companies Swell L.U.T.C. Classes

## Program Catches on Everywhere; Record Year in Prospect

Life Underwriter Training Council courses are expected to experience their greatest popularity countrywide next fall. The L. U. T. C. program is getting into gear on a scale which is beyond what some of its founders and early champions envisioned.

There are many reasons for the increasing success of the L. U. T. C. program and not the least of these is the fact that it has caught on with the big combination companies, which make up a substantial portion of the agency force of the country. By this time, most of the big industrial companies have come to recognize the great value of the training in ordinary life techniques provided by L. U. T. C. This training comes at a time when the combination agents have a better market for ordinary than ever before, because of the generally high wage level. The companies have been doing all they could to educate their combination agents along ordinary lines, but this is a huge job. Many of the industrial managers are not conversant enough with ordinary selling to be able to be of much help to their men. The company training staffs are not large enough to wheel about the country training each combination agent in ordinary techniques. The debit agents have needed ordinary training and needed it fast and this is exactly what they have been provided through the L. U. T. C. program. In many towns during the past year, the big combination companies have swelled the L. U. T. C. classes considerably by strongly recommending that their combination agents enroll in L. U. T. C.

## Five-Fold Chicago Increase

An example of what can happen when the big industrial companies get behind a program like L. U. T. C. is provided at Chicago. During this past year, Chicago has had a single class in section I of L. U. T. C. The big industrial companies are now endorsing the program with the result that next fall there will be five classes in section I. Interestingly, only one of these courses is going to be conducted in the Loop area, one is being conducted just outside the Loop and three will be meeting out in the neighborhoods, where the combination men operate. These classes will be conducted in quarters of John Hancock and Prudential.

Among other reasons for the success of L. U. T. C. has been the quality of the instruction. The program has from the start been able to obtain teachers of the highest caliber in most of the cities, a fact that is remarkable because these jobs require a great deal of time and offer no remuneration other than satisfaction.

The courses have been pushed by C. L. U. members in each community because they have come to see the value of the L. U. T. C. movement as a source of recruits for the C. L. U. and as an excellent preparatory training ground for C. L. U. work.

The courses have been an enormous boon for general agents and managers in relieving them of some of the tasks which the necessity of continuous training imposes upon them. The natural emphasis in an agency is to devote most of the training time to the

(CONTINUED ON PAGE 18)

## The Glorious Fourth

On July 4 America is celebrating from coast to coast the 175th anniversary of the Declaration of Independence. This means that the United States is 175 years old. Only one modern Republic, Switzerland, has reached past the 200th year, from which we must learn that independence and liberty can be lost, that they are not an eternal gift.

Thomas Jefferson, the author of the Declaration of Independence, made a statement which should be remembered every year and every day when he said "Eternal vigilance is the price of Liberty." He had also said that "The ground of Liberty must be gained by inches."

It was Benjamin Franklin, who served on the committee with Jefferson to write the Declaration, who wrote "They that can give up essential Liberty to obtain a little temporary safety deserve neither Liberty nor safety." And Halifax, an Englishman, gave the warning "Liberty can neither be got nor kept but by so much care that mankind are generally unwilling to give the price for it."

It is important on this anniversary to look to our future as well as to our past.

## THE PENN MUTUAL LIFE INSURANCE CO.

MALCOLM ADAM

President

INDEPENDENCE SQUARE, PHILADELPHIA

## Expect Insurance Personnel Wage Control Exemptions

WASHINGTON—Insurance personnel would be exempt from wage and salary control on the basis of recommendations expected from a special panel of the wage stabilization board, according to report. The panel, which will meet at Cincinnati July 5, is rumored as favoring exempting from wage control industries which are exempt from price control under the defense production act.

Insurance is one of these.

The panel's report will be submitted to the full wage board for consideration and action.

At hearings held by the panel, representatives of AFL and CIO insurance agents' unions appeared and contended agents are or should be exempt from wage control since the business has no price ceilings imposed by law. Companies oppose this contention.

Connecticut Mutual Life held an outing for home office employees at Happy Acres, Middlefield, Conn. The event consisted of sports, steak dinner and dancing.

# A NEW BOND

## THAT MEETS EVERY NEED OF THE LIFE COMPANY!

This new bond—FORM 25 L—has been designed especially to cover losses sustained by Life Insurance Companies. Including the unusually broad protection provided by the special blanket bond for insurance companies, the new bond also offers these new features:

1. Loss due to dishonest or fraudulent acts of general, soliciting or servicing agents and their employees is now covered.
2. Any class of agents can be covered on a blanket basis without territorial limitation.
3. Amounts of coverage on any class of agents can be limited or eliminated entirely if desired.
4. Losses occurring on premises of agents are covered.
5. Funds of policyholders and beneficiaries are protected against loss due to fraudulent or dishonest acts of any soliciting agent or his employees.
6. The 30-day extension of fidelity coverage on company employees, after termination of employment, now applies also to partners, officers and employees of all agents.

You'll be interested to learn how this new bond can benefit your company . . . how easily its many new elastic features can be tailored to meet your special needs. Call our agent in your community, today!

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## I.W.O. Liquidation OK'd by Court; Appeal Pending

New York supreme court has approved Superintendent Bohlinger's request for an order authorizing him to liquidate the International Workers Order on the grounds that the fraternal is an instrument of the communist party.

Judge Greenberg stayed the execution of the liquidation order pending an appeal by the I.W.O. Meanwhile he has authorized the department to take possession of the property of the fraternal which has not been allowed to write new business since the proceedings first started. The I.W.O. can appeal to the appellate division of the supreme court and then to the court of appeals, highest court in the state, a procedure which will apparently involve a delay of many months before actual liquidation is begun.

The dispute over the order began 11 weeks ago. Since then 46 witnesses and 350 exhibits have passed before the court culminating in the 49 page opinion in the department's favor.

Mr. Bohlinger's petition asserted that the I.W.O. was politically controlled and that its spending of money to gain its objective of developing membership for the communist party created a financial hazard for its members. He also charged that the I.W.O. had violated its charter and committed a fraud on the people of the state in operating as a communist front organization. He alleged that it had a five year program, that its literature followed the communist party line, discussing class struggles, praised the ideology of Soviet Russia, etc.

The right of the communist party to function as a political party was not an issue in the suit nor were the rights of members of the fraternal society to hold communist views.

## Committee Hearings on New Tax Bill Open in Senate

WASHINGTON—Senate finance committee hearings on the tax bill opened Thursday. First witness scheduled was Secretary of the Treasury Snyder. The committee met Wednesday to receive explanation of bill provisions by technical experts.

The life insurance business is expected to make a presentation to the finance committee on the problem of taxing life companies' net investment income. It favors a 6½% tax.

Certain life angles received some attention in early discussion of the bill on the house floor. Ways and Means Chairman Doughton said that "pending a thorough study of the taxation of life insurance companies," stopgap legislation would be continued for 1951. Such legislation, it is estimated, will yield \$58 million over receipts under the 1950 formula. The Treasury had asked an additional \$100 million.

Rep. Rogers, Florida, raised an interesting question when he inquired "whether farmers who borrow money from insurance companies . . . are required to withhold 20% of the interest they are supposed to pay to . . . the insurance company." He was referring to the new provision of the bill for a withholding tax of 20% on certain interest, dividends, etc.

Rep. Cooper, Tennessee, answered in the negative.

Indianapolis general agents and managers and the Indiana Assn. of Legal Reserve Life Insurance Companies combined to honor Benjamin N. Woodson at a dinner on the eve of his departure to take the post as executive vice-president of National Assn. of Life Underwriters and managing director of L.U.T.C. W. Oliver Cass, general agent Mutual Benefit Life, was chairman of the event and Claude C. Jones, general agent of Connecticut Mutual, was master of ceremonies.

## National Health Scene Gets 3-Way Clarification

WASHINGTON—At the week-end there developed the following:

1. President Truman's statement indicating he might accept a compromise in lieu of the all-out national compulsory health insurance program he has repeatedly urged.

2. Announcement by Federal Security Administrator Ewing of his recommendation to the President of legislation to provide hospitalization insurance up to 60 days a year for persons 65 and older and survivors and dependents of deceased persons, OASI-insured.

3. Release of Part 1 of the Senate labor and welfare committee's report on voluntary health insurance plans.

The President indicated he would settle for something "almost as good" as compulsory health insurance. His suggestion was made in a speech at the cornerstone laying of the Public Health Service's new clinical center building at Bethesda, Md. The President said:

"Finally, we have the problem of meeting the cost of medical care. The research discoveries which will be made at this clinical center and elsewhere must not be confined to a chosen few, simply because the rest of us cannot afford to use them.

### Private Plans Inadequate

"At the present time, most people find it very difficult to pay for medical care. I have been very glad to see the growth of the many private health insurance plans over the last several years. But the plain fact is that they do not meet the problem. They are not reaching the overwhelming majority of low and middle income families.

"Less than four million Americans have reasonably complete medical care insurance, and 75 million have no health insurance at all. Skyrocketing medical costs are pushing millions of Americans into the medically indigent class.

"Since 1945, I have been proposing to meet this problem by national health insurance. This proposal has generated a great deal of controversy. I still believe it is sound, and that the nation would be greatly strengthened by its adoption.

"I want to make it clear, however, that I am not clinging to any particular plan. What I want is a good workable plan that will enable all Americans to pay for the medical care they need. And I will say here and now that if the people who have been blocking health insurance for five years will come up with a better proposal—or even one that is almost as good—I'll go along with them. I want to get the job done, and I am not concerned in the slightest with pride of authorship.

### To Cost \$200 Million First Year

"But I am concerned with results. Medical care is for the people and not just for the doctors. Our objective must be to make the best modern medical care available to more and more people. I intend to keep right on working for that."

Ewing estimated cost of his hospitalization program at \$200 million for the first year—1953—when it would cover about seven million people, and said that cost could be paid out of present social security payroll deductions, which are scheduled to increase to 6½% in 1970. States would administer the hospitalization program.

Ewing released a 10-page "background statement" on OASI hospitalization insurance.

Part I of the Senate health committee report covers more than 100 pages, a summary of which was released some time ago by Senator Lehman, New York.

Part 2 of the report will include appendices to the committee's staff report on voluntary health plans; part 3 will deal with government activities in the field of health services.

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## Retiring to Florida Won't Solve Income at 65 Problem

Florida State Improvement Commission, organized a year and a half ago to study the migration of retired persons into the state and the social and economic implications of the movement, has released some preliminary material which bears out the contention of life insurance men that there is no substitute for a liberal, insured retirement income program.

Governor Warren has also created a 15 member citizens committee on retirement in Florida to advise him and the public on that subject. The group points out that in the years to come many more people will be able to retire when they are ready to do so because industry pension plans in 1950 covered more than five million workers, three times as many as in 1948, and that millions more will participate in increased retirement under social security as well as from annuities. Thousands of these new retirees are expected to migrate to Florida each year, according to trends in the U. S. census and as indicated by a survey of northern workers contemplating retirement.

### Retirement Research

A retirement research division is working to stimulate interest in the opportunities and problems which retired people represent; to stimulate institutions of higher learning and other agencies to conduct research on all aspects of retirement; to cooperate with other state agencies in investigating various aspects of retirement in Florida; to conduct research projects to secure needed information; to encourage private individuals, corporations and institutions to provide housing specifically for retired people, and to provide reliable information for retired people who wish to live in Florida.

The commission points out that the presence of a large number of retired people with inadequate incomes would lead to an increased welfare burden and unhappiness among the retirees. By the study of present conditions it is hoped the state will be able to avoid that situation.

### Create Problems in State

The commission intends to seek answers to questions such as these: How many retired people live in Florida and where do they reside? What are the characteristics of these people — age, race and place of birth, relative number of men and women, marital status, education, occupational status, religious preferences? How much income do they receive and from what sources? What have Florida communities done to adjust themselves to their retired citizens? What other actions are desirable? How many persons nearing retirement in other states will move to Florida? What kinds of part-time and self-employment are most suitable for retired people? How can such employment be provided? Why do people choose to retire to given Florida communities? What are the special health and medical needs of older people? How can these be provided for? To what extent are retired people politically active? How can adult education best serve them? What are the religious needs of the aged? How can churches satisfy these needs? What problems of personal adjustment face retirees? What factors make for the best personal adjustment to retirement? Do our senior citizens have special housing needs? How can suitable housing be made available? What are the recreational needs of retired persons? How can they best be met?

### Retirement Life Not Cheap

Several of the committee members made statements which indicate that an individual cannot retire in Florida on an income as small as that on which some have been planning their retirement.

The committee pointed out that the

cost of living in Florida averages about the same as in other parts of the country. It suggests that prospective residents should not expect a given income to go any further there. It says "no one should buy an orange grove or other agricultural property without first learning the pertinent facts about methods and costs of operation."

A question and answer section in the bulletin will be disillusioning to the man who figures he can move to Florida and get part-time employment to take care of his needs. It says a retiree going to Florida should not expect to earn either all or even most of his livelihood. It says that "although it is often possible to reduce the cost of living somewhat by home gardening or by raising chickens, it is not safe to assume that less income will be required for comfortable living here than in your own city. It is helpful, also, if the newcomer has the funds needed for invest-

ment in a home in the locality where he decides to live."

### In Force Figure \$243 Billion

Institute of Life Insurance estimates that on June 30 life insurance in force in the United States will reach \$243 billion. This is a half-year increase of \$9 billion and about double the amount owned 10 years ago. Sales of new life insurance in the U. S. in the first six months were expected to reach \$14 billion, an increase of about \$700 million and the largest such total in the first half of any year.

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## Prudential Using Variant of Deposit Administration

A new type of deposit administration contract has been developed by Prudential, providing a guaranteed basis for immediate participation in the insurance company's earnings for large retirement plans. Prudential calls the plan the immediate participation guarantee contract and it is designed for large organizations which wish to participate immediately in Prudential's year-by-year experience in handling group retirement plans. The contract offers the contract holder the results of actual cost experience each year as to interest, based on the insurance company's investment earnings; as to expenses, based on the insurance company's expenses under the contract, and as to mortality, based on experience among participants covered under the contract.

The Prudential plan was developed in response to the request of a large group contract holder who believed that an insurance company could give the best return on investments, and that the administrative cost would be as low as under any other method of financing, but who just did not believe that mortality would improve to the extent that the insurance company actuaries claimed. This organization wanted an arrangement which would let them make deposits based on a reasonable set of actuarial assumptions, using their own actuaries if they wished to, a plan which would give them the immediate benefit of interest based on the insurance company's actual investment earnings, a plan which would charge the contract holder for the expenses incurred each year, a plan which would charge the contract holder only for the annuity payments actually made and yet enable them to guarantee the benefit payments to a retired participant.

### Assume Fluctuation Risk

The Prudential people pointed out that the proposed arrangements would expose an organization to the risk of possible wide year-to-year cost fluctuation, but the contract holder affirmed that the size of his organization warranted assuming this risk.

The immediate participation guarantee contract, as administered by Prudential, establishes a fund for each contract as under a regular deposit administration plan. This fund is credited annually with the interest at a rate based on the insurance company's investment earnings. Prudential's expenses allocable to the contract are charged directly to the fund. As the participants in the plan retire, annuities are bought for them. At the end of each year, there is an adjustment which takes into account the actual experience on the retired workers during the year. This is done whether or not the participant is then alive and as if annuities are bought at the end of the year for all living retired participants at their attained ages.

The arrangement has the effect of charging the fund with annuity payments made each year, yet it enables the life-time benefit payment to be fully guaranteed to a retired participant.

Thus under the new immediate participation guarantee contract, large corporations are offered a third choice for financing their retirement plans, the others being the traditional deferred annuity plan and the deposit administration plan which is finding widespread use. The same flexibility characterizing the deposit administration contract is available under the immediate participation guarantee version.

### Form Life of S. Carolina

Life Insurance Co. of South Carolina has been chartered at Columbia as a stock company which will eventually assume all of the business of Standard Mutual Life of that city. Life of South Carolina will have a capital of \$100,000 and surplus of \$106,000. It will be

staffed by the officers of Standard Mutual Life which it will absorb when reinsurance plans are completed.

President of the new company is J. R. Hoile; vice-president is W. E. Jennings; secretary-treasurer is L. C. De Bruhl, and director of sales is C. F. Falconer, a former assistant manager for Mutual Life. Primary purpose of the reorganization is to change the operation of Standard Mutual Life to that of a stock company.

Premium income of Standard has risen from \$38,437 to \$145,746 a year in the three years that Mr. Hoile has been president.

### Commonwealth Meet Set

Commonwealth Life's ordinary agency department will hold its convention for top producers at Virginia Beach, July 2-7, with 52 agents and their wives, as members of the President or Commonwealth Clubs, qualified to attend.

Charles J. Zimmerman, managing director of L.I.A.M.A., will speak July 5. J. F. Haskins, Sr., winner of the 1950 director of agencies trophy, will preside. John T. Koprowski, winner of the 1950 supervisor of agencies trophy, will preside at a session July 6, when a panel of leaders will discuss methods of selling that have made them successful.

## Actuaries Can Serve Their Communities

Actuaries have many opportunities to serve their communities and often have definite responsibilities to the public. John R. Larus, vice-president of Society of Actuaries, told Southeastern Actuaries Club. Addressing the club in Atlanta at its spring conference, Mr. Larus, Phoenix Mutual vice-president and actuary, said that expansion of pension and security plans for public employees calls for civic alertness on the part of actuaries to determine that these plans are set up soundly so they will work in the public interest. "Make it known that your services as a consultant for worthwhile public projects is available, and you will be called upon," he asserted.

There were 36 actuaries attending the two-day meeting. Bruce Batho, associate actuary of Life of Georgia, club president, presided.

Other speakers were Charles L. Van House, vice-president-actuary Coastal States Life; R. E. Marshall, assistant actuary Durham Life; S. E. Allison, vice-president and actuary Life of Georgia; J. Eugene Taylor, associate actuary,

National L. & A.; H. M. Stiles, assistant actuary Southern L. & H., and William Farmer, assistant actuary Protective Life.

### Stix Heads Trust Council

Albert I. Stix, Jr., Mutual Benefit Life, has been elected president of St. Louis Life Insurance & Trust Council; Wesley L. Johnson, Security National Bank, vice-president; Mrs. Elizabeth H. Niedringhaus, New England Mutual, secretary; Harry L. Miller, St. Louis Union Trust Co., treasurer.

### Mail 1 Million NSLI Dividends

WASHINGTON—Officials say veterans administration has mailed over 1 million checks for the second National Service Life dividend, with payments totaling more than \$88 million.

It is estimated that it will take 8,200,000 checks to pay the \$685 million dividend. Some of these will not go out until 1952.

VA reported that policyholders under 40 years of age who held NSLI term coverage would get 50 cents per \$1,000 insurance per month in force between 1948 and 1951. No simple formula is available for other classes of policyholders.

Now in our  50th Year

## BIRTHDAYS...

A lot of folks begin to get self-conscious about their age when they get up around 50, but we're not.

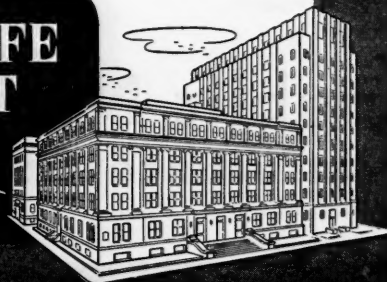
In fact, we're celebrating our 50th year right now, and the way we're going, it will be the best year in our history.

Of course 50 years isn't very old as life insurance companies go, but in spite of our youth, we are the 18th largest in America based on total life insurance in force.

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and ACCIDENT  
Insurance Company

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# Sales Ideas and Suggestions

## Business Insurance Is Main Street Not Wall Street, Metropolitan Agents Find

"Business insurance is Main Street not Wall Street and small businesses are our best prospects for it," Karl H. Kreder, assistant vice-president and manager of the field training division of Metropolitan Life, has been telling the company's series of President's Club conferences in his introductory remarks before a sales panel on business insurance, which is a feature of these meetings.



Karl H. Kreder

He cites such information as this: Of the 470,000 corporations in the country, only about 30,000 sell any stock and only 2,000 are listed on stock exchanges. One million new businesses have been started since 1945, and there are now 400,000 partnerships in the country and two million sole proprietorships. Practically all of these are in the category of small business employing less than 50 people. Therefore, he maintains, small business makes up 95% of the corporate market. And, he says, "small businesses are easier to approach."

He also points out that in a survey in nine cities of varying size in five states, it was found that partnerships are predominant in small cities, corporations in larger towns. Most of the firms had over

\$50,000 of annual volume and five or more employees. Business insurance was owned by 37% of the firms. More than half of them had thought of buying it themselves. One-third of the firms had never been approached for it; 31% had been approached but had not bought. The size of the business was of little or no importance. The most popular insurance plan was whole life, favored by 85%.

Coupled with the sales results of many companies which reveal that they are getting almost one-fifth of their sales from business insurance, Mr. Kreder says the survey demonstrates that there is a vast, easily approachable market for business insurance in any town regardless of size.

### Not a High Bracket Field

Why, then, isn't every agent on the business insurance bandwagon asks Mr. Kreder. Because, he answers, some agents have mistaken ideas about it—imaginary causes of fright that make them think they must move in high income brackets to sell business insurance. This view is contradicted by the figures, he says. They show that the average case is for \$25,000, and the average policy \$15,000. The best prospects have less than 25 employees.

The agent need not be a lawyer nor an accountant to sell it, Mr. Kreder says. His function is to show the need, show how life insurance fills that need, recommend the plan that best serves the purpose, and advise on beneficiary ar-

rangements. The only accounting information he requires is a knowledge of the different methods used in arriving at the proper valuation of the business.

Finally, he says, an agent need not and should not specialize in business insurance. The experience of successful business insurance salesmen shows that they supplement their personal business with business life. They don't sell business insurance exclusively. An agent should, of course, be alert to its possibilities and do some canvassing for it each month.

At the New Orleans meeting of two midwestern agency territories, Mr. Kreder introduced a panel of eight field men who called on selected prospects during a period of 13 recent working days and placed \$982,000 of new business. They had 195 prospects, 135 sales interviews, and wrote 41 cases for an average size of \$25,000.

### Panel Recounts Experience

They told of their experiences, using names and places to give the discussion down-to-earth authenticity. Their suggestions help an agent "get his feet under a table" with a prospect for a discussion of business insurance.

First the panel advised agents to assume the realistic attitude that to the business man his business interest is his kingdom just as his home is his palace. It is very important to him. Appreciate its importance in a sales conversation.

There is no standard approach to all businesses or all men but an ingredient of all good approaches is an early attempt to relax the prospect. Try saying to him: "I have no reason to believe that you're in the market for life insurance but I have an idea which I think will help you and your organization based on my experience with X Company." Any facts or knowledge the agent has about the business the man is in helps tailor the discussion to the prospect's own problem.

Here is a report of an approach conversation with a partnership prospect which helped sell two \$10,000 policies.

Agent: "Would you have the cash necessary to buy your brother's interest if he died?" Prospect: "No. I'd have to borrow it." Q. "At what interest rate?" A. "Oh, about 5%, I guess." Q. "If you borrowed \$10,000, that amounts to \$500 a year in interest alone. That doesn't include payments on principal. How would you like to have a \$10,000 deferred loan at about 1% interest and not have to pay back the principal?" (At age 30, this represented a \$100 premium on a \$10,000 term policy.)

### Phrases That Get Action

Here are some action getting phrases used by the teams. "Does your brother have any trouble getting along with your wife?" "No." "Would your brother (use his name) have any trouble with your in-laws who would then be advising her?" One prospect was startled. He admitted that his brother would undoubtedly have trouble with his in-laws, since he frequently had trouble himself.

Approaches involving relatives usually strike a responsive chord in the prospect. Seldom does anyone want to do business with his in-laws.

In a partnership presentation try these interest getters: "Do you have a business will?" "Do you know that the widow of your partner can put a legal

padlock on your business?" "Have you taught your partner's wife your business?" "Would your estate have the necessary ready cash to pay your estate tax?" "Would your business be free of any liens if you were to die today?" "Would you want your wife to be paid immediately for your share of the business if you should be the first to die?" "You've spent years building your estate. Let's spend a few minutes to figure out a way to save it."

To these questions, the prospect will usually reply: "What do you mean?" This is the door opener for the agent to move into the sales presentation suggested by company training manuals.

### Sell the Right Man

Two panel members confessed a mistake which probably lost them a sale. They were talking to a partner in a prosperous automobile service station. While going through the sales presentation in the little office they practically ignored a second man in mechanic's clothes who kibitzed on their conversation occasionally. Later it turned out that he was the real "boss" of the partnership. He turned thumbs down on the proposal, perhaps because he was ignored in the original presentation. Moral: Early in the sale meet the controlling partner with the more influential voice in the decision to buy the insurance. If that can't be done, explain the plan to him as soon as possible.

After impressing the prospect with the need for liquidation of his business at the death of one of the partners unless the money to buy out his interest is forthcoming, ask him, "How would you like to transfer your obligation to my company for \$3 a week?" The amount depends on the premium, of course. One agent, in using this approach, throws three \$1 bills on the table as he says it.

One team brought with it an application form for a business loan from a bank. They showed the business man what he must do to get a bank loan, particularly pointing out the sections requiring information on life insurance and beneficiaries. They told him, "Life insurance helps convert a collateral loan into a character loan."

### Motivating Stories

Human interest stories can motivate a man to buy business insurance just as they induce him to buy personal insurance. One team told the story of a three-man dairy partnership. One of the partners died in 1936. For the last 15 years his wife has been stopping in at the dairy office to pick up a \$250 monthly check. Ostensibly it is for her services in the office but in reality the other two partners are fulfilling what they think is an obligation to their dead partner. They could have prepared for these payments at a much lower price through life insurance.

In a father-and-son corporation where the father intended to give the business to his son, one team suggested to the father that it had taken him 25 years to make the business a success. They asked him if he did not want to leave enough life insurance to take up the slack in earnings while the son was learning the business on his own.

If the prospect balks at the premium for whole life or higher premium forms suggest that he "put the face amount on a rental basis by buying term."



## Complete- personal insurance service!

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| <input checked="" type="checkbox"/> Life                               | <input checked="" type="checkbox"/> Group          |
| <input checked="" type="checkbox"/> Health                             | <input checked="" type="checkbox"/> Salary Savings |
| <input checked="" type="checkbox"/> Accident                           | <input checked="" type="checkbox"/> Franchise      |
| <input checked="" type="checkbox"/> Hospitalization                    | <input checked="" type="checkbox"/> Wholesale      |
| <input checked="" type="checkbox"/> Medical and Surgical Reimbursement | <input checked="" type="checkbox"/> Brokerage      |
|  | <input checked="" type="checkbox"/> Reinsurance    |

Registered Life Protection

## Republic National Life Insurance Company

Theo. P. Beasley, President

Home Office: Dallas

Life insurance in force exceeds \$320,000,000.00

A NEW  
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Gift



and a new Dipsy Doodle

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EL DORADO ARKANSAS

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If the prospect objects that he can have the premium and put the money back into his business and get 20% on it, ask him if he has fire insurance. The answer usually is "Yes." Then point out how few businesses are actually closed up through total loss by fire. Then stress that if one of the partners dies the business must close. There is absolutely no question about it.

If the prospect asks if the premiums are income tax deductible do not be abashed. Answer, "No, But you're a lucky man. When you need the money most it will of it will be tax free."

### Urges Deferred Income Sales

Conditions are ripe for increased sales of deferred income policies, Charles E. Gaines, vice-president and agency director of Great National Life, Dallas, told Oklahoma City Assn. of Life Underwriters. Competition for key men in all lines of business is keen and company executives are concentrating on looking for men in key positions that can do the job, Mr. Gaines said. High income men can not afford to double their salaries because of the exorbitant tax situation. He pointed out that if a \$25,000 man should be advanced to a \$50,000 post his responsibilities and expenses would advance to the point where he would have less than \$1,000 increase in net income.

### Wisconsin A. & H. Premiums Given

The A. & H. premiums in Wisconsin given here are reported on a direct writings basis except for reinsurance companies in which case premiums are reported as net written. Losses for casualty companies are reported as net incurred and for life companies as net paid. Premiums total \$31,197,832 while losses amount to \$18,777,398.

	Direct Writings	Net Losses Incurred
Accident & Casualty ...	1,991	196
Aetna Life ...	3,524,026	2,641,177
Amer. Automobile ...	60	...
Amer. Casualty ...	41,040	22,556
Amer. Employers ...	11,859	900
Amer. Motorists ...	7,148	1,313
Amer. Mut. Liab. ...	477,642	412,877
Amer. Reins. ...	1,120	26
Associated Indem. ...	53	...
Bankers Indemnity ...	532	—973
Bankers Life, Ia. ...	148,761	99,028
Ben. Assn. Ry. Empl. ...	833,384	650,674
Bituminous Cas. ...	19	...
B. M. A. ...	847,190	570,190
Car & General ...	331	...
Central National ...	235	170
Central Surety ...	149	68
Century Indemnity ...	2,426	525
Columbia Casualty ...	801	1,668
Commercial Casualty ...	88,545	63,488
Connecticut General ...	357,476	259,440
Continental Assurance ...	331,949	343,935
Continental Casualty ...	1,762,128	893,992
Employers Mut. Bene. ...	17,100	5,535
Employers Liab. ...	14,956	4,595
Employers Mut. Cas. ...	3	...
Employers Mut. Liab. ...	732,548	552,214
Employers Reins. ...	43,464	8,490
Equitable Society ...	2,004,942	1,302,550
Federal Casualty ...	389,692	203,125
Federal L. & C. ...	31,847	833
Federal Life ...	39,311	21,348
Fidelity & Casualty ...	154,736	28,886
Fireman's Fund Indem. ...	7,316	1,937
First National Cas. ...	222,494	105,105
Franklin Life ...	8,381	2,558
General Accident ...	12,586	3,991
General Cas., Wis. ...	9,333	3,767
General Reins. ...	10,879	2,599
Glens Falls Indemnity ...	9,254	1,447
Globe Indemnity ...	18,405	4,555
Great Amer. Indem. ...	3,012	1,297
Group Health Mutual ...	56,647	19,604
Hardware Mut. Cas. ...	1,019,194	787,239
Hartford Accident ...	164,016	102,836
Home Indemnity ...	1,208	—3
Illinois Mut. Cas. ...	672,800	64,641
Indemnity No. Amer. ...	20,929	1,611
Inter-Ocean ...	48,649	41,010
Inter-State Assurance ...	38,429	19,613
John Hancock ...	632,451	480,481
Liberty Mutual ...	266,645	213,571
Lincoln National ...	228,663	181,362
London & Lanc. Indem. ...	15,278	2,149
London Guarantee ...	4,065	71
Loyal Protective ...	139,393	27,673
Lumbermen's Mut. Cas. ...	29,169	26,710
Maryland Casualty ...	28,896	9,846
Mass. Bonding ...	23,932	6,323
Mass. Indemnity ...	36,078	16,916
Mass. Mutual ...	32,842	22,312
Mass. Protective ...	401,639	145,899
Merchants Indem. ...	80	...
Metropolitan Cas. ...	62,457	90,416
Metropolitan Life ...	2,200,885	1,353,184
Monarch Life ...	9,292	6,259
Mutual Benefit H. & A. ...	1,515,931	768,807
Mutual Indemnity ...	59,369	20,701

	Direct Writings	Net Losses Incurred
Mutual Service Cas. ....	137	...
Mutual Service Life ....	8,043	4,390
National Casualty ....	592,424	348,370
National Travelers ....	16,396	1,475
New Amsterdam Cas. ....	25,963	5,306
North Amer. Acc. ....	78,221	27,886
North Amer. Life ....	152,226	58,940
North Amer. L. & C. ....	598,106	321,852
Ocean Accident ....	7,292	2,961
Ohio Casualty ....	55	...
Old Line Life ....	409,233	253,783
Old Repub. Credit Life. ....	8,759	5,786
Pacific Mutual ....	77,133	46,939
Paul Revere ....	281,171	117,166
Peerless Casualty ....	...	3,471
Personal Indemnity ....	868,655	395,904
Phoenix Indemnity ....	8,960	1,834
Preferred Accident ....	15,889	1,903
Progressive Mutual ....	34,552	18,032
Provident L. & A. ....	421,205	166,844
Prudential ....	1,130,410	742,054
Royal Indemnity ....	7,839	2,983
Rural Mut. Cas. ....	21,278	1,909
St. Paul-Mercury ....	6,809	—
Security Mutual, N. Y. ....	40,762	15,425
Standard Accident ....	451,592	326,508
State Mutual Life ....	7,529	2,063
Sun Indemnity ....	979	—214
Time ....	1,856,021	1,011,071
Travelers ....	1,234,173	978,481
Union Casualty ....	31,298	19,167
Union Labor Life ....	121,178	83,538
Union Mutual Life ....	23,043	5,139
United Benefit Life ....	235,286	101,303
United Natl. Indem. ....	3	...
U. S. Casualty ....	429	1,366
U. S. F. & G. ....	20,994	3,537
U. S. Guarantee ....	126	...
Washington National ....	1,241,361	771,308
Western Cas. & Sur. ....	9,166	1,112
Wisconsin National Life. ....	322,063	168,161
Woodmen Accident ....	792,211	224,761
Zurich ....	73,062	66,972
Wisconsin Cas. ....	32,202	16,115

## N. E. Mutual Financial Appointees



L. F. Hallett, Jr., financial secretary



W. A. Kugler, treasurer



P. Stokes Galtner, 2nd vice-president



Richard S. Willis, 2nd vice-president

### Philadelphia C.L.U.s Elect

Philadelphia C.L.U. chapter has elected James I. Taylor, Sun Life of Canada, president; Benjamin M. Gaston, Berkshire Life, vice-president; Ann Marie Kelly, Towers, Perrin, Forster & Crosby, treasurer.

Speaker was Edward H. Preston of the veterans administration.

New life business paid for by agents of **Midwest Life** the first five months of 1951 was 6% ahead of that for the same period in 1950. New A. & H. premiums showed a 33% increase.

### Mortality Hazard in Inflation

Dr. Louis B. Dunn, medical director of Postal Life of New York, calls attention to the danger that inflated food prices and shortages of high-protein food, such as meat, will result in a greater tendency toward obesity, with its well-known bad effect on mortality. Writing in *Postal Points*, Dr. Dunn points out that obesity is not at all rare among the poorer classes, since the high cost of protein-rich foods forces reliance on fattening foods with a high starch content.

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... a book full of modern, up-to-date coverages which Provident Producers say make it easier to sell the prospect what he wants.

With the Programmed Income Plan, the Thrift Plan, Triple D, Double Protection and Disability Income (\$10 per \$1000), to mention a few, the Provident Producer is making record-breaking gains because he is **EQUIPPED for SUCCESS.**



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## EDITORIAL COMMENT

### Responsibility of Investment Leadership

Life companies were told at the recent meeting of Life Insurance Assn. of America by A. A. Berle that through their strategic investment position in the field of long term credit they have become the nation's dominant financial power.

He believes their ascendancy was marked by the recent accord between the Treasury and the Federal Reserve Board, the decision to unpeg the price of government bonds, the subsequent issue of new bonds at a .25% higher interest rate, and the effect of these combined moves on the interest rate generally.

He bolstered his concept of life insurance power by mentioning the influence a single company can wield merely by altering its government bond portfolio, pointing out that 70% of all life insurance assets are held by 10 companies. He explained that the standardized purposes of life insurance and the common company need for an average return on a long term basis, plus the equal limitations upon their investment outlets, compel companies to act along the same lines whether they agree to do so or not. All this makes them a typical corporation "concentrate," said Mr. Berle, a remark with some ominous overtones.

But he coupled these observations with the thought that life insurance had come by its power unwillingly and without grasping individual motivation. He said: "The great life insurance companies held this position not by design but by natural accretion. Any well informed observer, including the writer, can testify that the policy of the great life insurance companies was to steer away from power. Not only did they fail to scheme for it; they took positive steps to avoid it. Yet the power slowly but steadily evolved on them unsought."

This was an interesting and dramatic if discomforting talk.

Yet, as a reflection of what has been said increasingly by public figures in recent years, it was a timely message to be brought home to the men running the life insurance business. It would be vain to deny that many people agree with Mr. Berle. Life companies, like it or not, are in the brightest economic limelight. Since power invites suspicion they must be doubly sure that their moves cannot be criticized.

This development represents a diversion of the industry's public relations problems from its insurance operations toward its investment functions.

The business is already facing a test of its financial leadership in its program of voluntary credit restraint. Thus far a high degree of investment statesmanship has been demonstrated.

Especially in a defense economy, the executives of the business are faced with new problems in other social aspects of their investment operations.

Life insurance assets belong to half of the people in the country and the public feels that it is their money. They seldom distinguish a company's obligations to its policyholders from its public responsibilities. This attitude calls for investment imagination from the business such as that which has led to the development of family income, or catastrophe medical expense coverages. New investment outlets must be discovered to satisfy and anticipate social financing demands, of which housing is one example.

This is not to imply that companies have been unmindful of their public service obligations. It does suggest that this new leadership does not allow the lapses of responsibility that a second or third rank business can afford.

As time goes on companies may be called upon increasingly to consider public and policyholder obligations as the same thing. Should there necessarily be a conflict between the two duties, a counterbalancing of the two may require policyholders to take a back seat to the social responsibilities that life insurance investments now bear. Policyholders shouldn't be required to sacrifice the rewards of their thrift. But they may have to accept as an intangible dividend the knowledge that their company is fulfilling social as well as financial responsibilities. After all, these policyholders, as citizens, have placed that responsibility on life insurance.

#### Rosser Heads Boston C.L.U.

Boston C.L.U. elected Mitchell M. Rosser, Phoenix Mutual, president; Herbert W. Florer, Aetna Life, vice-president; Winthrop A. Clarke, Acacia Mutual, secretary, and George Neitlich, Metropolitan, treasurer.

#### New Premium Deposit Limit

Midland Mutual Life has increased the amount of deposit acceptable to pay premiums in advance to: (1) \$15,000, (2) 16 times the gross annual premium, or (3) the cost to pay up the policy, whichever is the lesser amount. This amount includes premium deposits standing to the credit of the policyowner.

## PERSONAL SIDE OF THE BUSINESS

Laurence J. Ackerman, dean of the school of business administration at the University of Connecticut, and well known for his varied insurance activities, is spending the first part of the summer teaching at Stanford University. He is returning to Connecticut for the C.L.U. Institute at the end of July.

Miss Matilda Mitchley, secretary to New York Superintendent Bohlinger and to two previous superintendents, and well known to callers at that office, is on a six weeks' vacation trip to England. She will return about the middle of July.

Ceferino Villar, insurance commissioner of the Philippines, who is in the U. S. on a visit, will be honored at a luncheon in New York June 29 by American Foreign Insurance Association, including officers of member companies of that group, representatives of the New York insurance department and of several company organizations. Mr. Villar is a career man, having been with the Philippine insurance department for more than 20 years. He recently attended the commissioners' meeting at Swampscott, Mass.

Stratford Lee Morton, now in his 40th year as general agent of Connecticut Mutual at St. Louis, has been elected president of the newly formed Ambassadors Club and a director of St. Louis Council of World Affairs.

Dr. Frank Harnden, medical director of Berkshire Life, has been elected chairman of the newly formed Berkshire county chapter of Massachusetts Heart Assn.

Insurance Society of New York has elected Raymond H. Weins, executive vice-president of Equitable Society, a director.

Frederick A. G. Merrill, general agent emeritus of State Mutual Life at Buffalo, N. Y., and with that company for 50 years, was honored at a dinner there by associates. Mr. Frederick was one

of the early agents at Buffalo to produce \$1 million a year. H. Ladd Plumley, executive vice-president, represented the home office at the dinner and John Pennington, present general agent, was toastmaster.

Miss Sophie C. Nelson, assistant secretary and director of the visiting nurse service of John Hancock, was awarded the Florence Nightingale Medal at the American Red Cross national convention at New York City. The medal is the highest honor that can be conferred upon a nurse through the International Red Cross.

Francis J. O'Brien, vice-president and director of sales promotion, Franklin Life, has been elected president of the Springfield chapter of Te Deum International. He is a charter member of the chapter.

Sidney Salomon, general agent for Crown Life at St. Louis, is associated with Bill Veeck in his purchase of the St. Louis Browns. Mr. Salomon formerly owned some stock in the Cardinals.

### Syphus Will Stand for Reelection as Trustee

The candidacy of Harry J. Syphus for reelection as trustee of National Assn. of Life Underwriters has been announced by a committee formed for the purpose. This committee is headed by Ned H. Nelson, Beneficial Life, Salt Lake City. Mr. Syphus is general agent for Beneficial Life at Salt Lake and has served a term as trustee.

### OKs Veterans Extension Bill

WASHINGTON—The Senate finance committee reported favorably two bills recently passed by the House under which National Service Life and U. S. Government Life 5-year term policies can be extended for additional five-year periods.

## Group at Combination Companies Parley



Speakers at L.I.A.M.A.'s combination companies conference at White Sulphur Springs, gathered during a recess from the business sessions. Orville E. Beal, vice-president, Prudential, retiring chairman of the combination companies committee; Lewis W. Chapman, director of company relations of L.I.A.M.A., who summarized the meeting, and discussion chairmen W. J. Hamrick, agency vice-president Gulf Life, (new committee chairman); W. J. Williams, vice-president Western & Southern, and E. B. Stevenson, Jr., executive vice-president National L. & A. (new vice-chairman).

## THE NATIONAL UNDERWRITER

Published by THE NATIONAL UNDERWRITER CO., PUBLICATION OFFICE, 175 W. Jackson Blvd., Chicago 4, Ill., SUBSCRIPTION DEPT., 420 E. Fourth St., Cincinnati 2 Ohio  
EDITORIAL DEPARTMENT: Managing Editor: Robert B. Mitchell. News Editor: F. A. Post. Associate Editor: Levering Cartwright. Assistant Editors: Richard J. Thain, John C. Burridge.  
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### LIFE INSURANCE EDITION

PUBLISHED EVERY FRIDAY

DEPT., 420 E. Fourth St., Cincinnati 2 Ohio

OFFICERS: Howard J. Burridge, President. Louis H. Martin, Vice-President and Secretary. John Z. Herschede, Treasurer. 420 E. Fourth St., Cincinnati 2, Ohio.

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SAN FRANCISCO 4, CAL.—507 Flatiron Bldg. Tel. EXbrook 2-3054. F. W. Bland, Pacific Coast Manager. John E. Caughman, Pacific Coast Editor.





## DEATHS

**EDWARD SCHOENECK**, 76, senior member of the law firm of Bond, Schoeneck & King, Syracuse, N. Y., died there. The firm long has handled insurance legal work, and Robert E. Deneen, vice-president Northwestern Mutual Life, and former insurance superintendent of New York, was a member of that firm.

**WILLIAM H. GOEHRING**, 80, for nearly 39 years an agent of Provident Mutual at Pittsburgh, died there. Mr. Goehring, who held the company's master millionaire certificate, the senior agent designation, and life membership in the Provident Round Table, the company's top production club, until a few years ago, had led his agency in paid production for 30 consecutive years.

**DR. HAROLD HYDE**, 63, home office examining physician for the New England Mutual Life for eight years prior to his retirement in 1950, died in Cambridge, Mass., after a long illness. Dr. Hyde was a graduate of Harvard medical school and served in the first war. He was a fellow in the American College of Surgeons and a member of the staff of Boston City hospital.

**JAMES E. FOSTER**, 53, district manager for American National at Waycross, Ga., died. He had become Waycross manager in 1946. He was a veteran of the first war.

**PATRICK TIMON**, 64, a well known agent of Prudential on Staten Island, died there after a brief illness.

## Equitable Signs Settlement Agreement with NLRB

Equitable Society has signed a settlement agreement with the national labor relations board in which the company agrees not to deal with any organization made up of its agents on matters affecting employment conditions unless that organization qualifies under the labor relations act, as representative of a majority of its agents.

The agreement came about through the filing of charges with NLRB some time ago by Life Insurance Field Force of America, now affiliated with C.I.O., asserting that Equitable Society Underwriters National Assn. was a labor organization dominated by the company. The company may not now recognize that organization as representative of its producers.

Similarly, the company will not recognize the other organization of its agents, Agents Assn. of Equitable Society, since it too has not qualified as representative of a majority of the agents.

Similar agreements have already been signed by New York Life and Mutual Life. They involve fundamentally an agreement by the company not to discuss with agents groups, as though the groups represent all or a majority of their agents, unless they are qualified, matters pertaining to grievances, labor disputes, wages, rates of pay, hours of employment, or terms or conditions of work of its full-time agents.

Companies may, however, deal with groups or individuals on their grievances but not as representative of the grievances of the entire field force.

## Hansen Charges Probed

Superintendent Leggett of Missouri has launched an investigation into accusations made in a note written by Charles M. Hansen, former chief actuary of the Missouri department, who recently attempted to end his life at St. Louis. The note contained an apparently involved account of certain insurance transactions.

Mr. Hansen had recently been released from a post as actuary for Capital Reserve Life of Jefferson City at his own request because of a nervous condition. He had been an assistant actuary of Continental Life of St. Louis for seven years before it was placed in receivership in 1934.

## Mutual Life Pays \$133,000 in Korean War Death Benefits

In the first year of the Korean war Mutual Life has paid nearly \$133,000 in death benefits on the lives of 35 policyholders, 31 of them killed in action, who died in the Korean area while serving with U. S. armed forces.

In seven cases the policy had been issued less than nine months before death. Four policies were less than four months old, and in one instance the insured was killed 50 days after he had purchased the policy.

Payments on individual policies ranged from \$1,000 to more than \$12,500 face amount. In virtually all cases, checks were issued to beneficiaries the same day the company received proof of death from the military authorities.

## REPORT FROM HARTFORD

**HARTFORD** — Death claims paid by Hartford life companies resulting from casualties in the first year of the Korean war total about \$750,000. The number of claims was probably more than 125.

Connecticut Mutual has paid claims of \$205,700 on 23 killed in action and eight for \$95,800 on those "missing in action."

Connecticut General has paid 28 claims totaling \$211,400.

Travelers paid 38 claims amounting to \$165,000, 19 of which amounting to nearly \$35,000, were under group life policies.

Phoenix Mutual has paid nine claims in the amount of \$31,750.

No figures were available from Aetna Life.

## Cancer Mortality Declining

Indications of a decline in cancer mortality are reported by statisticians of Metropolitan Life.

Favorable developments are most evident when the recent trend of mortality is studied according to whether the primary site of the disease is accessible or inaccessible to diagnosis.

For the accessible sites as a group, both men and women in the insurance experience recorded declines in the death rate from 1946-47 to 1949-50, men by 2.4% and women by 7.2%. There was a reduction in female mortality from almost all the accessible specific types of cancer.

In the case of the inaccessible sites as a whole, the death rate among women declined 1.1%, but increased 4% among men. However, both sexes showed decreases for such specific sites as the stomach, intestines, other digestive organs, bladder, and liver.

Considerable increases in death rates were recorded for cancers of the lungs and other respiratory areas.

## 3 Aetna Agencies Honored

Three general agencies of Aetna Life which showed the greatest improvement over the past year's weekly application average have won top honors in the company's annual "early bird celebration." The celebration starts the new qualifying year for Aetna's Corps of Regionnaires, an organization of leading agents.

The agencies are John A. Hill & Associates, Toledo, O.; deForest & Hutch, Buffalo, N. Y., and Walter F. Stone, St. Paul, Minn.

## Oppose Pa. Bank Bill

**HARRISBURG** — The perennial bill in the Pennsylvania legislature to legalize savings bank life insurance up to \$5,000 was the subject of opposition testimony by Vernon Phillips, vice-president of Pennsylvania Assn. of Life Underwriters; Albert C. Adams, Philadelphia general agent for John Hancock, and Robert Dechert, general counsel Penn Mutual. Appearing on behalf of the bill were Clarence B. Frantz, president of Savings Bank Life Insurance Fund of New York; Robert D. Holran, independent actuary of New York City

and R. Stuart Rauch, Jr., vice-president of Philadelphia Savings Fund Society. The hearing was before the state senate banking committee on the measure introduced by Senator A. Evans Kephart, Philadelphia Republican.

It is held unlikely that the bill will receive favorable consideration by the committee.

## Smaller Share of Income to Go into Life Insurance

Institute of Life Insurance opines that American families may put a smaller portion of their income into life insurance during 1951 than they have for several years. This condition will prevail despite the fact that a record \$7½ billion will probably be put into life insurance and annuity premiums during the year. The catch is that sharply rising national income may make even the greater 1951 aggregate of premiums a still smaller proportion of national income.

For several years the ratio of premiums to national income has ranged between 2.9 and 3.2% and was 3% for 1950. In the '30s the ratio fluctuated between 4% and 9%.

## Williams Partner in Agency

Frank Williams has become a partner in the Coleman & Co. agency, San Antonio, taking the interest formerly owned by the late J. A. Hall.

Mr. Williams went with Coleman & Co. 23 years ago as an agent. He has been manager of the life department for 14 years, and will continue in that position. He is a past president of San Antonio Life Managers Club.

## Women Buy \$20 Million

Institute of Life Insurance reports that women in the U. S. have bought nearly \$20 million of life insurance since the end of the recent war. The \$44 million of life insurance now owned by women in the U. S. exceeds the amount owned by the total population of any country for which comparable figures are available.

## Mich. May Revoke I.W.O. License

**LANSING, MICH.**—Atty. Gen. Millard has indicated he will recommend that Commissioner Forbes revoke the license of International Workers Order as soon as official confirmation is received of a reported New York supreme court decision ordering a receivership for the organization and its dissolution on grounds that it is dominated by communistic elements.

## Program Completed for Am. Bar Insurance Section

Clarence W. Heyl of Peoria, the chairman, announces completion of the program for the meeting of the section of insurance law of American Bar Assn. at the Roosevelt Hotel, New York, Sept. 16-19.

The luncheon Sept. 17 will be addressed by Judge Albert Conway of the New York court of appeals, who is a former New York insurance superintendent. The program for Sept. 19 is devoted entirely to a panel on trial tactics. Chief Judge John T. Loughran of the New York court of appeals will act as moderator, and members of the panel are well-known trial lawyers, including Federal Judge F. X. McGohey, who prosecuted the 11 communists at the trial held at New York. The pattern of the meeting has been arranged so that the members can attend each of the so-called round table programs. In the past there were a number of these sessions that conflicted with one another.

## Conway Speaks Monday

There will be a luncheon Sunday for officers and members of the council and committee chairmen. Following the luncheon Monday that will be addressed by Judge Conway on "The Contribution of Insurance to the Common Welfare," reports will be given by W. Percy McDonald of Memphis as secretary; Herbert L. Bloom of Chicago as membership chairman and Harry W. Raymond of New York for the publications committee, and a nominating committee will be appointed. Then comes an hour on automobile insurance law, another hour on aviation insurance law, half an hour on life insurance law and half an hour on regulation of insurance companies.

## Leeming Life Section Chairman

Tom Leeming of Chicago will preside as chairman of the life insurance law period, and Daniel J. Reidy, general counsel of Guardian Life, will speak on "The Lawyer and Business Life Insurance."

J. Roth Crabbe of the Ohio Farm Bureau insurance companies presides at the period on regulation of insurance companies and the speaker will be Commissioner A. C. Leslie of Pennsylvania on "The Case for State Supervision."

On the morning of Sept. 18 there will be breakfasts of committees on H. & A. and life insurance law, and of the committees on casualty and workmen's compensation law. That morning there will be consecutive sessions on fidelity and surety, fire insurance, workmen's compensation and casualty insurance.

# Central Standard

LIFE INSURANCE COMPANY

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All forms of  
LIFE—INCLUDING GROUP—A & H  
Expanding . . . Agency Opportunities

ALFRED MAC ARTHUR  
Chairman of the Board

J. HARRY WOOD  
President

## LIFE AGENCY CHANGES

### Tatum to Head Connecticut General Cleveland Agency

Connecticut General Life has opened a brokerage agency in Cleveland and appointed Donald E. Tatum as manager.



D. E. Tatum

Mr. Tatum served in the navy and became associated with Connecticut General in 1946 as brokerage assistant in New York City. For the past year, Mr. Tatum has been developing brokerage business from the home office.

Associated with

Mr. Tatum in Cleveland will be William N. Berson, brokerage assistant. Mr. Berson, who served in the navy, joined Connecticut General in 1949, following his graduation from the University of Pennsylvania. During the past year he has been working with Mr. Tatum.

### American Mutual Names Ruff

American Mutual Life of Des Moines has entered Utah appointing Charles M.

Ruff of Salt Lake City as general agent.

Since 1947 Mr. Ruff has been supervisor in Salt Lake City for Columbian National Life. For five years prior to that he represented Lincoln National Life and before that, Travelers.

### A. A. Kroll New Manager at Houston for Occidental, Cal.

Arthur A. Kroll has been appointed manager at Houston for Occidental Life of California, effective July 1.

Since 1946 Mr. Kroll has been assistant manager in charge of educational training and recruiting at Dallas for Prudential. He entered insurance in 1928 with Phoenix Mutual Life as an agent at New Haven, Conn. He was appointed assistant office supervisor of the home office agency, subsequently being transferred to the accounting department as field auditor. In 1938 he became office supervisor and assistant manager, first at Newark, and later at Pittsburgh. He rejoined Phoenix Mutual after army service and was transferred to Dallas.

### Beck Atlanta Manager

Life & Casualty has opened a second district agency at Atlanta, with W. H. Beck as manager.

Mr. Beck started with the company as an agent at Savannah, Ga., in 1939. He went to Chattanooga, Tenn., in 1940 and was promoted to superintendent in 1941. In 1947 he was named district manager at Charleston, S. C. He is a past president of Charleston Life Underwriters Assn.

### Anderson Sioux City Head

John B. Anderson has been appointed head of Prudential's Sioux City, Ia., district to succeed the late Harry A. Thornton.

Mr. Anderson joined Prudential in 1931 as an agent at Sioux City. He has been staff manager since 1933.

### John W. Neff Joins Franklin

John W. Neff has been named manager at Indiana, Pa., for Franklin Life. Mr. Neff entered insurance in 1936 with Mutual Life, becoming a district manager in 1938. Since 1941 he has been with Mutual Benefit Life.

### Jacobson to Minn. Mutual

Minnesota Mutual Life has appointed Orlando J. Jacobson general agent at Wausau, Wis. Mr. Jacobson started in insurance in 1942 as an agent at La Crosse, Wis., for Metropolitan Life. Last year he was promoted to assistant manager at Wausau.

### G. L. Bolstad Resigns

George L. Bolstad, Los Angeles manager of California-Western States, has resigned. He was a manager for the company for 23 years, at San Diego and Los Angeles. He plans to take a vacation and do some traveling.

### Prudential Ups Jacobsen

William H. Jacobsen has been promoted to assistant manager at San Diego for Prudential. An Annapolis graduate, Mr. Jacobsen joined Prudential as an agent at San Diego after leaving the navy in 1949.

### Advance Williams in Fla.

J. Ernest Williams has been appointed general agent at West Palm Beach for Pan-American Life.

Mr. Williams entered life insurance at Glendale, Cal. in 1941 with Metropolitan and was a member of its President's Club.

He was transferred to Miami in 1945 and became assistant manager at West Palm Beach in 1947.

### K. C. Life Appoints Baldwin

Leslie E. Baldwin has been appointed general agent for Kansas City Life in western Iowa with headquarters at Des Moines. Mr. Baldwin has been with a fraternal in Iowa for five years.

William M. Carew has been named general agent at Providence by United States Life. He has been branch manager there since 1946 for a time functioning as head of the life department of the Pieper & Wilder agency.

### Counsel Speakers Listed

Speakers at the annual meeting of International Assn. of Insurance Counsel at White Sulphur Springs June 28-30 will include Police Commissioner Thomas J. Murphy, recently appointed federal judge at New York; Dr. Daniel A. Poling, editor Christian Herald; John Sherman Cooper, former special adviser to the Secretary of State and former senator from Kentucky, and John M. Begg, director private enterprise cooperation, division of international information and educational exchange, Department of State.

### Seeks Medical Cost Deduction

WASHINGTON — Rep. Clemente has introduced a bill to allow medical and dental expenses as deductions from gross income for income tax purposes.

## COMPANY MEN

### Home Life Names Devine Assistant Group Sales Chief

Edward C. Devine has been appointed assistant manager of group sales of Home Life of New York. He will be responsible for group sales promotion and advertising and for coordination of group and ordinary activities in the field.



E. C. Devine

Mr. Devine joined Home Life in 1942 as a member of the agency department and in 1944 went with its New York-Finley agency. After navy service, he returned to the home office in 1947 as an agency field assistant. He was appointed executive assistant in 1950.

### Whitbeck Now Union Life, Ark., V.-P., Agency Director

Union Life of Arkansas has named Frank Whitbeck vice-president and director of agencies.

Mr. Whitbeck entered the business in 1938 with Mid-Continent Life at Oklahoma City. He joined Union Life as an agency assistant in 1942, was appointed agency secretary the following year, and vice-president in 1948. In 1950 he was given complete charge of ordinary agency development and now in addition will do this work for the industrial department.

Mr. Whitbeck, a C. L. U. and a member of the Arkansas bar, is a graduate of the L.I.A.M.A. school. He is a member of the small companies committee of L.I.A.M.A.



F. W. Whitbeck

### Ky. Home Mutual Ups Three

McDonald Gray, secretary of Kentucky Home Mutual Life for some years, has been elected vice-president and agency director.

Mrs. Marguerite Sheehan Pope, assistant secretary and assistant treasurer, was elected secretary to succeed Mr. Gray, and will continue as assistant treasurer.

Gilbert K. Dyer, who has been home office building manager, has been elected vice-president and field manager.

### Spivey Now Medical Chief

Citizens National Life of Indianapolis has elected as medical director Dr. Russell J. Spivey. Dr. Spivey has been a director of Citizens National Casualty. He is president-elect of the Indiana Academy of General Practice.

### Consider Jobless Pay Bills

WASHINGTON — Rep. Forand, Rhode Island, chairman of a ways and means subcommittee on unemployment compensation, plans to begin holding hearings early in July on several bills dealing with that subject, including one which would extend unemployment compensation coverage to insurance salesmen.

Mr. Forand and the ways and means committee have received inquiries concerning the insurance salesmen angle from various sources, including companies and agents' organizations.

Life company interests oppose at least some of the Forand bills, one of which would increase the unemployment tax base to the \$4,800 OASI level.



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are Pacific Mutual's complete personal protection plans.

One reason—ACCIDENT & SICKNESS DISABILITY INCOME stirs the professional pride of the career agent.

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HOME OFFICE—LOS ANGELES, CALIF.  
Doing business only through General Agencies located in 40 states and the District of Columbia



## SUPERVISORY OPPORTUNITY

Do you have a record of successful experience in the Life Insurance business?

Are you qualified to select, train and manage men?

If so, this aggressive Old Line Legal Reserve Life Insurance Company has an attractive offer for you in Mid-West territory.

Ideal opportunity for the man interested in a Supervisory career. Salary and traveling expenses.

When replying, state qualifications, experience and age.

**THE FARMERS & BANKERS LIFE INSURANCE COMPANY**  
Wichita, Kansas



## COMPANIES

### Jefferson Standard Hits \$1 Billion Mark

Jefferson Standard Life has passed the \$1 billion insurance in force mark. Howard Holderness, president, visited every department in the home office on the day the goal was reached informing them of the milestone and congratulating executives and employees for reaching the mark.

Guests of the company were the "billion dollar" policyholder, little Anthony Wayne Mullis, and his parents, Mr. and Mrs. Hall Mullis of Burlington, N. C. Anthony Wayne, who is 3½ months of age, makes his family 100% covered by Jefferson Standard.

#### Climaxed by Jubilee Party

The billion dollar celebration was climaxed with a billion jubilee party at the Jefferson Country Club near Greensboro. At that time special honor was also paid to C. E. Leak, executive vice-president, and H. P. Leak, vice-president and treasurer, who are retiring July 1 under the company's retirement plan.

In less than eight years the company doubled its total insurance in force, having passed the \$500 million mark on Dec. 7, 1943. Organized in 1907 with a capitalization of \$250,000 and with less than \$1 million in force in the first year of operation, the company now has assets in excess of \$275 million.

Originally located at Raleigh, Jefferson Standard was consolidated under its charter in 1912 with Security Life & Annuity and Greensboro Life. That year the company moved to Greensboro. It has 69 branch offices in 29 states, the District of Columbia, and Puerto Rico.

### Plan Merger of National Reserve, Policyholders Natl.

A plan to consolidate National Reserve Life of Topeka and Policyholders National Life of Sioux Falls, will be presented to stockholders at a special meeting on July 2. The consolidated company will be known as National Reserve Life.

Combination of the two companies will create a company with \$120 million life insurance in force and assets of more than \$25 million. Combined capital and surplus will be \$1,850,000 and annual premium income will be more than \$4 million.

The merger contemplates exchange of three shares of the common capital stock of Policyholders National for 10 shares of the common stock of National Reserve. The assets of the two companies are approximately the same, with National Reserve represented by 55,000 shares at par value of \$10 each and Policyholders National represented by 20,000 shares at par value of \$10 each. When the companies merge, the 30,000 shares of National Reserve now owned by Policyholders National will be canceled.

The two companies have been affiliated since 1942 when the founders of Policyholders National, H. O. Chapman and F. H. Witmer, obtained control of National Reserve Life. Mr. Chapman became president of National Reserve in that year and Mr. Witmer, president of Policyholders National, became chairman of National Reserve.

The newly formed company will maintain home offices both at Topeka and Sioux Falls. It is expected that all home office employees and field representatives in both companies will remain with the new organization.

### Pierce to Hike Capital

Pierce Ins. Co. of Los Angeles has applied to the California department for a permit to increase its capital to \$250,000 by issuing 50,000 shares of \$1 par value stock. The company, which offers

an insured funeral service plan through mortuaries, also asks that its present certificate for life insurance be extended to permit writing of disability.

### Seeks to Pay Up Capital

Confederation Life's directors have asked that a special general meeting be called Sept. 12 to approve paying out of the shareholders' surplus account a tax of 15% to create a tax-paid surplus sufficient to pay up the outstanding shares. The company has authorized capital stock of \$1 million, which is now 40% paid up.

Directors will ask for authority to capitalize from time to time from the tax-paid surplus to either pay up or partially pay up outstanding shares.

## SALES MEETS

### Franklin Life Holding Two Regionals in July

To celebrate the attainment of a billion dollars of insurance in force, agency leaders of Franklin Life, their families and home office hosts will attend two company conventions during July.

The eastern meeting at White Sulphur Springs, W. Va., will convene July 2. The western meeting at Sun Valley will open July 16. Both will include one business session, with the rest free for recreation.

Frank Bettger, Fidelity Mutual, Philadelphia, author of "How I Raised Myself from Failure to Success in Selling," will be featured as principal speaker at both events.

### Provident Mutual's Second Regional Set for Hot Springs

"Defining Your Job" will be the theme of Provident Mutual's second 1951 regional meeting July 10-13 at Hot Springs, Va.

Three sessions are scheduled. Speakers at the first will include Charles T. Crothers, Wilmington; Stephen D. Green, Jr., Philadelphia; Miss Alice E. Roché, assistant director of education and training, and M. Albert Linton, president.

Speakers at the second session will be Thomas A. Galligher, Philadelphia; Robert H. Youngman, Jr., Pittsburgh; Trevor C. Lewis, Baltimore, and Joe B. Long, manager of agencies.

Closing session speakers will include Joseph L. Fleming, Reading; Townsend Brown, Norfolk; O. Goode Love, Charlottesville, and James H. Cowles, agency vice-president.

Presiding at the sessions will be Mr. Cowles, William A. Carrodus, agency secretary, and C. Sumner Davis, director of agency department administration.

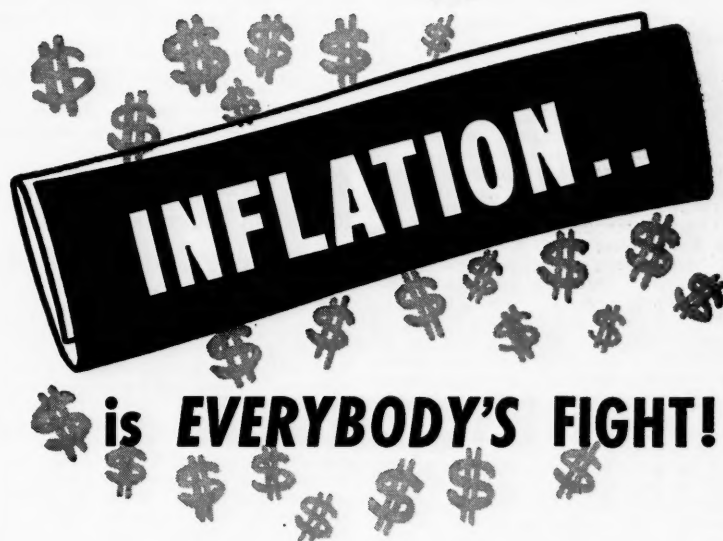
Other regional meetings are scheduled Sept. 4-7 at Lake George, N. Y., and Sept. 12-15 at Chicago.

### Giant N. W. Mutual Agents Rally Set for July 23-25

The annual meeting of the Assn. of Agents of Northwestern Mutual Life will be held July 23-25 at Milwaukee. In charge this year is Maurice J. Koch, Cincinnati, and the theme is "America and Life Insurance, Partners in Freedom."

The first session Monday will be held downtown in the Riverside theater. There will be a play based on a life insurance theme, a message from President Edmund Fitzgerald and a presentation of awards to leading agents by Grant L. Hill, vice-president and director of agencies. It is expected there will be a registration of about 1,300 agents and their wives.

Sessions will also be held by the company's special, district and general agents' associations, the C.L.U. group and the half-million producers.



It is up to everyone of us to fight this enemy, working from within to undermine our economic welfare . . . to tear down our high standard of living . . . to weaken our morale and impair our personal financial security.

To keep our economy strong . . . to make our future secure, inflation must be checked, now!

Life Underwriters are helping themselves, their neighbors and their Nation every time they deliver a policy. Dollars that might otherwise be spent for non-essential needs become life insurance premiums stored away to provide security for the future. These extra dollars today, returned in time of greatest need, are tomorrow's most valuable dollars.

Great Southerners are doing their part in this fight.



## ACCIDENT AND HEALTH

### Great-West Life Issues New A. & H. Sales Manual

A new sales training manual, "Profitable A. & H. Selling," has been put out by Great-West Life and becomes an integral part of the company's sales training course.

Basically a "sales idea" book, it contains more than 100 pages of practical selling techniques, sales talks and proven approaches gleaned from the experiences of successful A. & H. producers.

The new manual fits into the expanding Great-West A. & H. sales picture, which has seen tremendous growth in the past few years and brought in over \$3 million in premium income last year.

Chapter I of the manual bears the provocative title, "Why Sell A. & H. Insurance?" and deals with the service and earning potentials available to life agents who can sell A. & H. Chapter 2 is entitled "Finding the Prospect"; Chapter 3 tells how to point up the need; Chapter 4 tells what A. & H. will do for the prospect, and Chapter 5 deals with closing techniques. The last chapter discusses A. & H. underwriting practices and principles.

### St. Louis Blue Cross Again Bars Osteopathic Hospitals

ST. LOUIS—Group Hospital Service, the Blue Cross hospitalization plan, and its affiliated medical plan have voted against recognizing osteopathic hospitals, despite the strong demands of certain union labor groups for such recognition.

John I. Rollings, executive secretary of Central Trades & Labor Union of St. Louis, one of the group's corporate members, said the action taken regard-

ing choice of hospitals would determine the future course to be taken by the union organization. His proposal to recognize the osteopathic hospitals was voted down 77 to 15.

Blue Cross since April, 1950, had been paying for the care of members in osteopathic hospitals. Before that date osteopathic care was paid for by Blue Cross only if the treatment was given in an emergency.

### New Prudential Department to Stress Sickness Angle

Prudential has chosen the name "sickness and accident" for its new department which will enter the individual policy H. & A. field early in 1952. The company feels that primary emphasis should be placed on sickness.

"Figures show that out of 208 persons disabled each minute of the day in the United States, 189 were disabled as a result of sickness and 19 as the result of accident," said Second Vice-president Ardell T. Everett, head of the new department.

"In view of this we feel that 'sickness and accident' is the most appropriate name we could choose for our new department. Another reason for using 'sickness' is because the public is able to understand this term better than the word 'health.'"

Mr. Everett announced the appointment of J. Kendall Joy to assist in overall development of home office underwriting, claim and agency aspects of the new department. Mr. Joy was formerly manager of the life and disability department of John A. Eckert & Co., New York brokers. Previously, he had 15 years of selling, claims, underwriting and brokerage experience with Connecticut General Life, both at the home office and at New York.

### Elson Heads Indiana Assn.

Chester C. Elson, Mutual Benefit H. & A., Indianapolis, has been elected president of Indiana Assn. of A. & H. Underwriters. He succeeds Harry J. Guion, Business Men's Assurance, Indianapolis.

Spafford Orwig, Spafford Orwig agency, Indianapolis, was elected vice-president, and Wendell Taylor, Taylor Publishing Co., was reelected secretary.

C. Norman Green, Hoosier Casualty; Phil Meade, Sterling; Eddie Sappenfield, Illinois Bankers Life, and Maurice Donnelly, Indiana Travelers, were elected to the executive committee. Retiring President Guion automatically became chairman of the committee.

### Allow Rider in Colo.

Commissioner Kavanaugh of Colorado has agreed to permit an amendment rider to effect the changes required under the new A. & H. policy provisions law which becomes effective next Jan. 1, when the rider is approved. This is expected to reduce expense and difficulty for companies in complying with the new law.

## MANAGERS

### St. Louis Managers Elect

W. Stanley Stuart, General American Life, was elected president of St. Louis General Agents & Managers Assn. at its annual meeting. Lester S. Becker, Lincoln National, is vice-president, and William E. Rench, National Life of Vermont, secretary-treasurer.

### Detroit Managers Elect

Frank W. Simpson, Dominion Life, has been elected president of Life Insurance Managers of Detroit.

Others elected are Joe V. Buck, Bankers Life of Iowa, Vice-president; Robert R. Onderdonk, Lincoln National Life, secretary, and Coy G. Eklund, Equitable Society, treasurer.

### Des Moines Picks Carnahan

T. D. Carnahan, Minnesota Mutual, has been elected president of the Des Moines managers. Roy L. Swarzman, Equitable Society, is vice-president, and Fred Van Rhenen, Prudential, secretary-treasurer.

### Sagle Peoria President

General Agents & Managers Assn. of Peoria, Ill., at its annual outing at Peoria Country Club elected D. E. Sagle, John Hancock, president, succeeding E. R. Small, Lincoln National Life. Louis A. Varnado, Prudential, was named vice-president, and James L. Cave, American National Life, secretary.

The outing consisted of golfing and dinner followed by a short business meeting.

### Install Okla. City Officers

Oklahoma City managers installed officers at a golf tournament. Charles S. Caldwell, Life of Virginia, is president; Stewart E. Meyers, Great Southern, vice-president; Malcolm C. White, Pacific Mutual, secretary.

South Bend, Ind., managers have elected Vernon A. Horst, Metropolitan Life, president; Harry L. Sechrist, Equitable Society, vice-president, and Paul J. Kenney, Prudential, secretary.

E. F. Terrar, assistant manager of Mutual Life, discussed social security for the San Diego cashiers.

### San Antonio C.L.U. Elects

The San Antonio C.L.U. chapter has elected Kennedy Dodds, Union Central, president; Dave Penticuff, Pacific Mutual, vice-president, and Dave Kimball, Life of Virginia, secretary.

### Farm Bureau Group to Set Up Regional Offices in East

To help oversee an expansion program leading to the establishment of regional offices throughout the east, four veteran employees have been named to a new operations office by the Farm Bureau companies. E. L. Curry will be in charge of reports and controls; W. H. Nichols, plans and schedules; J. A. Applegate, operational standards, methods and procedural manuals and A. M. Burdge, "task force."

Mr. Curry was formerly in the treasurer's office of the insurance companies. Mr. Nichols was manager of the methods department and Mr. Applegate a procedure analyst in the same department.

Mr. Burdge joined the companies in 1941 as a local agent, became a regional sales manager in 1949, and since last January has served as senior special agent. As "task force" manager, he will lead groups of sales, underwriting, claims and other specialists in setting up each regional office.

The number and locations of the regional offices to be established are yet to be determined.

### Milwaukee C.L.U. Elects

The Milwaukee C.L.U. chapter has elected Collin Resch, John Hancock, president; Harvey E. Leiser, Equitable Life of Iowa, vice-president; and Herbert Schwahn, Northwestern Mutual, secretary-treasurer.

### Back Health Study in Canada

Canadian Life Insurance Officers Assn. is granting \$54,000 to public health projects during the next year and through the same committee the Canadian companies are awarding medical fellowships totaling \$53,500. Of these totals, \$25,300 is being devoted to studies at University of Toronto of the processes of aging. Fellowship support is being provided to 13 scientists. The grants to research projects bring to nearly \$1 million the total given by the Canadian life companies in the last 25 years and to \$110,000 the amount given by the life companies since organization of the fellowship fund in 1949.

### New Life Companies Bond

Surety Assn. of America has promulgated a new life insurance companies blanket bond which covers any loss through dishonest or fraudulent acts of employees of the life company, any loss through dishonest or fraudulent acts of general agents, and also loss of "property" as defined in the bond through dishonest or fraudulent acts of soliciting or servicing agents.

The bond covers loss of funds of policyholders of the life company or beneficiaries under policies issued by the company through any dishonest or fraudulent act committed by any soliciting agent for which funds the company may assume responsibility, whether or not it has pecuniary interest in such funds or is legally liable therefor.

The bond does not afford coverage in favor of any general agent, soliciting agent, or servicing agent.

### L.I.A.M.A. Has Coast School

The L.I.A.M.A. agency management school at Pasadena, the only one to be held on the west coast this year, elected H. R. Henderson, Paul Revere Life, Seattle, president of the class of 56 ordinary managers and agency officers from 22 member companies. Vice-president is J. Richard Ward, Equitable of Iowa, Portland, Ore.; secretary and sergeant-at-arms, Phil Brooks, California-Western States, Honolulu; treasurer, Harry Levey, Manhattan Life, Beverly Hills, Cal.

The staff included H. Fred Monley, director of schools; S. Rains Wallace, Jr., director of research; Kenneth L. Anderson, senior consultant, and Lawrence W. Jackson, consultant.

## WE WILL SELECT 2 DISTRICT AGENTS

The Northwestern Mutual Life Insurance Company of Milwaukee, Wisconsin, has two established territorial openings available in Illinois. Each District has hundreds of policyowners and several millions of Life Insurance in force.

The list of policyowners is a representative cross-section of each community, including professional people, business men and farmers. The insurance in force comprises personal, purchase agreement, partnership, corporation and pension trust business.

Each is a territory of opportunity for the man with proper qualifications. Each district comprises a rural area of high grade Illinois farms centered around a number of prosperous small cities and towns, diversification of industry and agriculture.

All inquiries will be handled in strict confidence.

You may wish to indicate your interest by writing your qualifications to C. R. Garrett, General Agent, 301 S. Adams St., Peoria 2, Illinois.

## GLOBE LIFE INSURANCE COMPANY OF ILLINOIS

## Attractive Agency Contracts COMPLETE LIFE INSURANCE COVERAGES—AGES 0-60

For Particulars Write Home Office

159 North Dearborn St., Chicago 1, Illinois

WILLIAM J. ALEXANDER, PRESIDENT



## NEWS OF LIFE ASSOCIATIONS

### Californians Elect Schnell President

Frederick A. Schnell, Los Angeles general agent of Penn Mutual, was elected president of California Assn. of Life Underwriters at the annual meeting at Coronado. He also served as president of the Illinois association in 1941-1942, when he was Penn Mutual general agent at Peoria.



F. A. Schnell

Other officers elected are: Vice-president, R. Edwin Wood, Phoenix Mutual, San

tary, Alpheus J. Gillette, Connecticut Mutual, San Diego; treasurer, Reed C. Nelson, American Mutual, Oakland; recording secretary, Joseph Charleville, Life Underwriters Assn. of Los Angeles; executive secretary, John V. Hines, Minnesota Mutual, Oakland; executive committeemen: Northern California, Thomas W. Reneau, Equitable Society, Modesto; southern California, George M. Scott, Metropolitan Life, Los Angeles, and Richard J. Shipley, Northwestern Mutual, San Francisco, retiring president; national committeeman, Kellogg Van Winkle, Equitable Society, Los Angeles.

#### Notable Membership Record

With more than 100 delegates in attendance, the annual reports showed a membership as of the close of 1950 of 3,513 and a sustaining membership, as of convention date, of more than 300. Reports of their activities were made by representatives of the 19 local associations. The entire opening day was given over to a meeting of the executive committee.

Saturday's sessions opened with a meeting of directors, followed by a leadership training program for newly elected officers and association leaders, conducted by Past President Russell L. Hoghe, Los Angeles.

At the banquet, Vice-president Harry J. Volk of Prudential, in charge of the western home office, gave an inspiring address on "Opportunities Unlimited." A plaque was presented to Retiring President Shipley by Mr. Hoghe.

Other entertainment features included a fellowship hour as guests of the San Diego association; another through courtesy of Prudential; a boat trip throughout the harbor area as guests of the San Diego Managers Assn., and a program of sightseeing and entertainment for the ladies.

### Watson Currant Is First Full-Time N. J. Secretary

Watson Currant has been appointed full-time executive secretary of the New Jersey Assn. of Life Underwriters. He will open headquarters at the Griffiths building, 506 Broad street, Newark, on July 2.

Mr. Currant was selected by a committee named by President Joseph W. Fox, general agent of Berkshire Life at Jersey City, whose chairman was Justin Warbasse, Equitable Society, Plainfield.

Mr. Currant was executive vice-president of a New Jersey banking organization before joining State Mutual as an agent 14 years ago.

### Irwin Oklahoma President

Albert B. Irwin, manager of Northwestern Mutual, Oklahoma City, has been elected president of Oklahoma Assn. of Life Underwriters to succeed Stewart Meyers, Great Southern. The

report of committees revealed that the association now has 594 paid members, the highest in its history.

H. F. Donnelly, Mutual Benefit, Enid, is first vice-president; Lester Sharpe, John Hancock, Tulsa, second vice-president; Harry Buchheimer, Equitable Society, Ponca City, third vice-president; and M. P. Johnson, Fidelity Mutual, Tulsa, secretary. Homer Jamison, Equitable Society, Oklahoma City, was re-elected managing director.

Plans were completed for an institute for leadership training to be conducted some time in July, the date to be announced later.

### Vermont Assn. Chooses E. F. Osgood President

Vermont Assn. of Life Underwriters at its annual meeting elected Edward F. Osgood, Monarch Life, Rutland, president succeeding Kenneth S. Austin, Connecticut Mutual, Burlington. N. Dean Rowe, Mutual Life, Johnson, was named vice-president, and John B. Caldwell, Provident Mutual Life, Pittsford, secretary.

Speakers were Herbert V. Kibrick,

New York Life, Boston; F. Donald Vincent, Minnesota Mutual Life, Boston; Vincent B. Coffin, vice-president, Connecticut Mutual Life, and Deane C. Davis, president of National Life of Vermont. National quality awards were presented to 23 agents.

### Hold Iowa Training School

Iowa Assn. of Life Underwriters held an all-day session at Des Moines for the officers of the 13 local associations in the state. Will Zaiser, Prudential, Des Moines, retiring president of the state association, was in charge of the training school.

### New Colorado Officers

Colorado Assn. of Life Underwriters elected new officers in connection with the leadership training conference held at Denver. They are A. K. Richeson, Pueblo, president; Frank P. O'Donnell, Denver, secretary-treasurer (reelected).

### Long Island Branch Elects

The following officers have been elected by the Long Island branch of New York City Life Underwriters Assn.: Ivan Vrbnich, Prudential, Hempstead, president; Howard R. Slaght, Metropolitan Life, Valley Stream, ad-

ministrative vice-president; Albert P. Fabre, Prudential, Rockville Centre, public relations vice-president; Leonard Y. Kunken, Mutual Life, Lynbrook, educational vice-president; Franklin M. Wolfe, Provident Mutual, Hempstead, secretary, and Elmer L. Demarest, New York Life, Hempstead, treasurer.

The Springfield, Ill., association has again presented books on insurance to the local library.

Akron, O.—Karl H. Schmidt has been elected president, succeeding Charles F. Fowler. Vice-presidents are H. Le Roy Walters and David D. Kuehn; treasurer, Nelson Van Winkle; secretary, Bradford D. Campbell; state committeeman, Joseph S. Mulholland.

Sheboygan, Wis.—Sixteen members were presented national quality award certificates by William Zeinemann, local chairman. Leland W. Spickard, Milwaukee manager for Bankers Life of Iowa, was the speaker.

Green Bay, Wis.—Dr. G. J. Mortell, president Green Bay board of education, presented national quality award certificates to 12 members. He spoke of several of the services rendered by life insur-

# INTER OCEAN was There!



In the year 1903, in blacked-out auditoriums from coast to coast, fascinated people saw a story told on film . . . "The Great Train Robbery", the first feature movie. That same year, the first INTER-OCEAN insurance policies were being written.

Since the days of the nickelodeon, INTER-OCEAN has steadily progressed

and developed. Today our ideas are as modern as television. Give your clients the advantage of sound principles plus modern ideas . . . through INTER-OCEAN'S complete line of Life, Health, Accident and Hospitalization.

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CINCINNATI 2, OHIO

**PERSONAL PROTECTION SINCE 1903**

**LIFE • HEALTH • ACCIDENT • HOSPITALIZATION**

ance, particularly the provision of funds for college education.

**Bowling Green, Ky.**—W. H. Grabuck has been elected president of the Southern Kentucky association and Reuben Steates, vice-president.

**K. E. Robinson, Mutual Benefit, Elizabethtown,** spoke on "This Business is Ours". Quality awards were presented.

**Martinsville, Va.**—New officers are: J. E. Steel, president; J. P. Sutton, vice-president, and A. E. Ensley, secretary.

**Albany, N. Y.**—At the June meeting A. Mosely Hopkins, Penn Mutual, was elected president to succeed Arthur R. Kapner, Connecticut Mutual; James G. Jones, Metropolitan, first vice-president; Stanley A. Davis, Provident Mutual, sec-

ond vice-president; and Laurens F. Bruno, Equitable Society, secretary-treasurer. National quality awards were presented to 36 members.

**Syracuse, N. Y.**—John W. Brooks, Northwestern Mutual, has been elected president, succeeding Henry G. Barnhurst; William V. Haggerty, Companion Life, vice-president; Grace V. McCrea, Farmers & Traders, executive secretary, and Donald E. Shopiro, Mutual Benefit Life, secretary. William J. Hunter, John Hancock, was named as a state delegate for three years.

National quality awards were made to 37 members. Mrs. McCrea was given a desk set.

**Ann Arbor, Mich.**—Fred Arnold, Equitable Society, has been elected president of the Washtenaw County association, succeeding Frank Halt, Wisconsin National. Vice-president is Barry Whitehead, New York Life; secretary, Fred Aufderheide, Mutual Benefit; national committeeman, Fred Ensminger; alternate, John Ames.

**Flint, Mich.**—Eldon M. Burton, Fenton, general agent of Lafayette Life, has been elected president, succeeding Martin J. Beckers. Vice-presidents are Thomas R. Little and Lowell W. Brevier; secretary, Don G. Chaffee, and treasurer, Harold M. Radwick.

**Saginaw, Mich.**—Harold C. Marden has been named president. Vice-presidents are Walter Kraft and Raymond G. Gremel; secretary, Alfred T. Rummell; treasurer, Daniel J. Debnjak; national committeeman, Arthur R. Gremel.

**Jackson, Mich.**—Marwood Wright, Equitable Life of Iowa, Dearborn, spoke on "Selling Life Insurance from the Social Security Angle." National quality awards were distributed to eight members by Vernon A. Shahan, vice-president Jackson City Bank & Trust Co. Initial plans were discussed for the 1952 meeting here of the state association.

**Muskegon, Mich.**—Joseph M. Ferrell, John Hancock, has been elected president, succeeding Leigh T. Prettyman. Vice-president is Nels Holmgren; secretary, Kenneth Mouw; treasurer, Charles F. Schuler; national committeeman, Clarence A. Benedict.

**Salina, Kan.**—Bert Rogers, National Life & Accident, has been named president, succeeding James O. Kershner; Virgil Baer, Union Central, vice-president, and Clarence Gibson, Prudential, secretary.

B. M. Lester, vice-president First National Bank, Wichita, spoke on "The Advantages of Trusts" and their relation to life programming.

**Des Moines**—Parker L. Crouch, Equitable of Iowa, has been elected president; Rodney Bliss, Jr., New England Mutual, vice-president; George Pfanz III, Union Central, secretary, and Wilson Forker, Equitable of Iowa, treasurer.

Roy Swartzman, Equitable of Iowa, was the principal speaker at the annual meeting, at which 16 past presidents were honored.

**Utica, N. Y.**—The association celebrated its 40th anniversary at an outing with about 50 members in attendance. William Sherman, president, reviewed the activities of the past year and James Mulhall gave a resume of the formation and growth of the association.

**Chadron, Neb.**—The Northwestern Nebraska association has elected James J. O'Connor, president; Frank O'Rourke, vice-president; Charles Brittan, secretary-treasurer. President O'Connor was appointed delegate to the state association meeting with Mr. O'Rourke as alternate.

A picnic will be held in August with the ladies as guests. The next regular meeting will be at Alliance.

**Grand Island, Neb.**—W. F. Burton, New York Life, was elected president. He succeeds Glen Stewart, Bankers Life of Nebraska. Jack Calhoun, Prudential, was elected vice-president; Mrs. Cora Hardin, Equitable Society, treasurer; Lawrence Treat, Mutual Life, state committeeman, and Charles M. Stewart, Bankers Life, national committeeman.

**North Platte, Neb.**—New officers are A. R. Rasmussen, president; Eugene L. Larsen, vice-president, and Paul W. Bodestab, secretary-treasurer.

**Lexington, Ky.**—Officers installed were Howard O. Reynolds, president; John G. Boone, executive vice-president; James P. Goolsby, vice-president; Lawson Brandenburg, secretary, and H. Durbin, treasurer. Speaker was Robert S. Davis, trust officer of the First National Bank, and he presented National quality awards

to 11 agents. The merit award to the outstanding agent on the basis of public service went to L. Tyler Pendley. Membership was reported at 132, which is 11 better than a year ago.

**South Bend, Ind.**—J. Alvin Taylor has been elected president; George W. Wolfe, vice-president, and George J. Smith, secretary.

**Salt Lake City**—New officers are John F. Watson, Metropolitan, president; Ted A. Olson, Equitable Society, 1st vice-president; Wayne D. Holmberg, Occidental of California, 2nd vice-president; Joel Richards, Jr., New York Life, secretary-treasurer.

**Cedar Rapids, Ia.**—New officers are Elmer C. Bergman, Northwestern Mutual, president; Frank W. Frambes, general agent Pacific Mutual, vice-president; John B. Walters, National Life of Vermont, secretary; Homer Moore, assistant manager Metropolitan, treasurer. A. M. Anderson, general agent of Pacific Mutual at Ventura, Cal., presented a three hour programming session.

**Quincy, Ill.**—New officers are E. G. Weber, State Farm Life, president; S. G. Rickard, Metropolitan, vice-president; R. J. Schmitt, Northwestern Mutual, secretary, and J. R. Hunter, treasurer. Speaker was Louis Throgmorton, vice-president of Republic National Life.

**St. Joseph, Mo.**—National quality awards were presented to 14 persons.

**Hempstead, N. Y.**—The Long Island branch of New York City association honored Timothy D. Heenan, recently retired manager for John Hancock at Hempstead, with a luncheon. A testimonial of honor was presented to him.

**Louisville**—New officers are Morgan O. Woodward, manager Prudential, president; Thomas J. Gillespie, manager Monumental Life, 1st vice-president; Robert S. Elder, manager Sun Life of Canada, 2nd vice-president; J. T. Ruby, manager Commonwealth Life, secretary-treasurer.

**Huntington, W. Va.**—John D. Moynahan, president of the National Association spoke at the 25th anniversary celebration. He warned that the American people in this country are giving away their liberties little by little. About 225 attended.

**Gainesville, Fla.**—Wilson Sistrunk was installed as president. Tom Donaldson as vice-president, and Nevin Summers, secretary-treasurer of North Central Florida association.

## New Method for Collecting Direct Placement Data

The committee on valuation of securities of National Assn. of Insurance Commissioners is changing the procedure by which it makes its annual compilation of direct placements, because of the increase in the number of those issues. This year the committee is asking the insurers to provide the information, instead of the former procedure by which the committee furnished each company a list of securities on which information was desired.

The information, when collected, is included in the committee's annual record of all securities owned or loaned upon by insurers, including an association value for each entry and a determination as to its eligibility for amortization, when appropriate.

The committee has bulletined companies asking them to send in complete information on their direct placement holdings by Oct. 15, because of the year-end pressure of work.

## Honor Faser at Boston

Penn Mutual honored Henry M. Faser, Jr., general agent at Boston, and his associates with a dinner. Attending from the home office were Malcolm Adam, president; D. Bobb Slattery, vice-president and superintendent of agencies; John M. Huebner, vice-president and supervisor of applications; Charles E. Rickards, vice-president and actuary, and William W. Bodine, Jr.

Mr. Faser presented President Adam with 72 matched applications for \$466,000 as a step toward the agency's 1951 goal of \$8 million. In the first five months of the year, more than \$3 million has been written, an increase of \$1 million over last year and the agency has risen from 38th place to sixth place.

## Hogg Backs Indirect Control for Inflation at Ky. Annual

Robert L. Hogg, executive vice-president and general counsel of American Life Convention, addressing Kentucky Life Underwriters Assn. at Louisville, described price ceilings and rationing as "tying down the safety valve instead of reducing the pressure." Mr. Hogg suggested that the only two weapons that are going to be effective in fighting inflation are absorption of individual purchasing power and a tight control of credit. He said that the life insurance business strongly endorses the use of these indirect controls.

Mr. Hogg characterized the voluntary program for credit control of the life insurance companies as unique in business life.

According to the speaker, present inflation doesn't threaten the market for life insurance. He indicated that statistics show premium income is increasing steadily at a rate of about 6% a year. He said that up to now there has been no indication of public fear as to policy value and that in previous periods of inflation there has been uninterrupted growth of life insurance.

## Rest Up to the Agents

Insurance Director Southall of Kentucky declared that the state has gone about as far as it can go to protect the public interest as to the agent's end of the insurance business. The problem of raising the standards of insurance representation further is beyond the reach either of laws or of administration. Most of it is up to the agents themselves, he declared.

Other speakers were A. Jack Nussbaum, Massachusetts Mutual, Milwaukee, N.A.L.U. trustee; William E. North, manager New York Life, Chicago, president of Illinois State Assn. of Life Underwriters; John A. Calfa, Prudential, Chicago, and Stanley E. Martin, State Mutual Life general agent at Dallas.

Wallace C. Ralston, formerly agency supervisor at Boston, has been named a field trainer for Paul Revere Life. A navy veteran, Mr. Ralston entered the business as an agent with Monarch Life.

## WANT ADS

Rates \$12 per inch per insertion—1 inch minimum. Limit—40 words per inch. Deadline Tuesday noon in Chicago office — 175 W. Jackson Blvd. Individuals placing ads are requested to make payment in advance.

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Life Insurance Edition

## ACTUARY

Associate or Fellow under age 40, preferably with pension experience to head actuarial unit in Detroit Office of national pension consulting firm. Permanent position, excellent opportunities, group insurance and pension benefits. All replies confidential, send full particulars of educational background, experience, family responsibility and other pertinent information to Box F-95, The National Underwriter, 175 W. Jackson Blvd., Chicago 4, Ill.




## GROUP INSURANCE MEN WANTED

Rapidly expanding group division of progressive Southern life insurance company needs men with group experience for field and home office. Contract work, agency secretary, and State Sales Supervisors needed. Good positions for the right men. Reasonable starting salary, good chance for advancement. Ample company benefits. Write giving education, experience, and snapshot to G-4, The National Underwriter, 175 W. Jackson Blvd., Chicago 4, Ill.

## ASSISTANT ACTUARY

An opportunity for a young man in a medium sized, middle western life company. Salary commensurate with training and experience. Advancement in the organization to be expected. Write details of experience to F-82, The National Underwriter, 175 W. Jackson Blvd., Chicago 4, Ill.

## What they SAY Concerning PAY

-  "To the victor belongs the spoils."  
—WM. L. MARCY, 1832
-  "The man who pulls the plow Gets the plunder."  
—HUEY P. LONG, 1934
-  "To him who sells the Policy Goes ALL the gravy."  
—J. DEWITT MILLS, 1950

Good producers in small and medium size cities are making more money than ever before, by receiving a BIGGER SHARE of the premium under our new & unusual

## DIRECT CONTRACT

a complete line of

- Life • Hospitalization
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Opportunities in Indiana, Iowa, Kentucky, Missouri and Ohio. Write to me.

(Your reply is held in confidence)

J. DEWITT MILLS  
Superintendent of Agents

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Life Insurance Company

812 Olive St. — Arcade Bldg. St. Louis 1, Mo.

a BIG step in the right direction . . .

\$101,769,730.00

Life Insurance in Force December 31, 1950

is the foundation upon which we are now building

build your future with this progressive company

## MISSOURI INSURANCE COMPANY

Home Office St. Louis, Missouri

All forms of Ordinary Life, Weekly Premium Life, Hospitalization, Health and Accident and Credit Life Insurance.

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## Only Two Routes to Security: Manning

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are some 85 million people on this continent who have turned to life insurance as the agency of their choice. They have done it voluntarily. They have addressed themselves realistically to their responsibilities. They have matched their programs to their means and to their circumstances. They have vowed to stand upon their own feet and they have initiated some tangible evidence of their protectorship.

"They are imbued with pride of ownership and self-respect and they have that radiant satisfaction of having faced up to a duty and of having met it four-square.

"That it is becoming increasingly popular is evidenced by the fact that in the past 25 years the number of policy owners has grown from 30 million to 85 million and the volume of coverage, which the people of our two countries enjoy, has grown from \$65 billion to \$224 billion in the same period."

### Serving the Average Man

Mr. Manning continued, "But someone remarked that it is all very well for the well-to-do, but how about the man in the lower economic brackets? Life insurance is right at his elbow. If any man will work, and surely we are not attempting to build a great national scheme based upon the man who will not work, life insurance is available to him. To the door of every man who will work, life insurance as an institution will come, will undertake the initiative of such provision as he in the quiet of his home may suggest. It will come even periodically, not haphazardly, but at stated intervals as often as once a week to collect his savings, strengthen his purpose to save and mold his growing substance to fit changing circumstances. It may not be your company nor mine, but it is significant that three out of the four largest life insurance companies in the world offer this service and 25% of their policyholders avail themselves of it."

Mr. Manning said it is true that life insurance as an institution cannot control inflation, but that means it cannot promote it either. He termed it a matter of historical record that life insurance has been the most outspoken agency on the continent in awakening people to the evil consequences of inflation.

It was Mr. Manning's premise that in a complex society and economy, people must to some degree pool their resources and join together in mutual interest. He said that the way to do this should be under the banner of life insurance, rather than under a paternalistic government. He affirmed that the ultimate source of security is not changed and is still downright hard work.

### NEED IDEALISM

Mr. Manning stated that society likes and perhaps needs idealism. For that reason, he opined that life insurance should probably be idealized more. Statism, he said, is a type of idealism which catches on but will not stand the light of day. "Instead of trying to find substance in some idealism, let us take substance and idealize it," he declared. "Then we have the perfect combination."

The speaker termed life insurance the great antidote of paternalism. It does not just decry the weaknesses of socialistic and collective economy, but is putting something in its place, he declared. It is practical in its application to the problem. Every day more than 100,000 life insurance men go out and sit down with the best citizens in the two countries. More families own life insurance than own their own homes or have savings accounts or own government bonds.

According to Mr. Manning, a good way to appraise anything is to measure the void caused if it were taken away. If life insurance and 100,000 life insur-

ance agents should be wiped out tomorrow, people would stampede the government for that protection and the assurance that \$244 billion of life insurance in force today provides. The result would be a calamity, he said. Personal responsibility and personal freedom would be abandoned along with pride, self-respect and incentive.

As is the custom with the Chicago association, the chief officer of the company of the retiring president speaks.

## Security Valuation Methods Criticized

(CONTINUED FROM PAGE 1)

buying or other like action which negates use of yield as an indication of bond quality. The committee bolsters its criticism with several tables showing the operation of the various tests under different conditions.

The valuation of direct placements also presents some unique problems primarily arising from a lack of readily available and sufficient information concerning publicly traded bonds with which to compare the securities under review. The committee is now looking over 100 "problem" cases. One of the major difficulties in determining a valuation is to find the precise quality category within which the direct placement fits. It is impossible to find auxiliary material that is completely satisfactory in all cases.

### COMMITTEE SUGGESTIONS

The committee then presents its proposed alternative methods of evaluation. The committee explained that the proposed plan is not a novel experiment for determining the quality of securities. It says that its proposals adhere to generally recognized standards of determining investment quality and that, in effect, it is an attempt to expand the application of those standards to the large number of unrated securities.

The committee also says that its proposal will overcome the two main objections to the present use of agency

The retiring president was Earl M. Schwemm, manager of Great-West Life. He endeared himself to those present by accomplishing the impossible, by adjourning an annual meeting 10 minutes before it was scheduled to adjourn. This was done by keeping down introductions and reports to a minimum and economy of expression on the part of Mr. Schwemm and the incoming president, William D. Davidson, Equitable Society. Other new officers installed were Benjamin H. Groves, Travelers, 1st vice-president; Russell C. Whitney, Connecticut Mutual, 2nd vice-president, and Freeman J. Wood, general agent Lincoln National, treasurer.

from the final quality rating assigned. The committee lists various asset and earnings factors which it used in determining quality classification and the weights assigned to each factor.

The determination resulting from this test, when necessary, should consider such factors as the maturity date of the debt; the provisions for regular repayment (sinking fund, serial payments against a large principle payment at maturity); convertibility of debt into equity; treatment by management of holders of previous debt securities (reorganizations, actual or quasi-recapitalizations); management policies as to products, research, labor relations; place of industry in the business cycle (development stage, growth, maturity, decline), etc.

### Result of Experiment Shown

The committee, in tabular form, displays the result of an experiment by which its test was applied to the petroleum, steel, machinery and coal industries.

If the quality test were adopted the committee feels that it could then be applied in solving the problems of pricing direct placements. It now uses a case study method to determine the eligibility of approximately 100 direct placements for amortization. That method, however, would become impractical if all direct placements were to be priced. The committee is exploring this approach to the direct placement problem and intends to submit later reports on it. The committee admits that it has a big problem to solve and in attempting to find a solution to it, is being openminded in its approach.

### Iowa Case to U. S. Court

DES MOINES—The \$100,000 damage suit of A. W. Lehman of Des Moines and R. F. Fifield of Minneapolis against L. O. Napier and two Chicago insurance agencies has been transferred from Polk county district court to federal court. Napier and United Reserve and L & M Insurance agencies are charged with violating a contract. Lehman and Fifield contend they agreed to write A. & H. insurance in certain territories and Napier violated the agreement by allowing other agents to operate in their field. They ask for an accounting of moneys that are due them in addition to damages.

### Judgment Factor Involved

The committee explains that the assignment of a quality classification to a security requires an understanding of broad economic forces and trends, a knowledge of the history and outlook for particular industries, a review of the record and outlook for particular companies within industries, and a familiarity with the terms of the indenture covering the security being classified. It adds that the subjective element of personal judgment cannot be removed

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Quick sale packages plus the famous "Insured Savings" plan



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IN THE OSICO CHAIN  
ARE STRONG

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ENJOYED A MONDAY TO  
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VENTION AT POCONO  
MANOR, PA. — EXPENSES  
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Insurance Company  
COLUMBUS 15, OHIO

Write FRANK L. BARNES, 1st V.P. and DIRECTOR of AGENCIES

Health & Accident

An Unusually Complete Line  
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Substantial 1st  
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Special opportunity in following states: Illinois, Indiana, Michigan, Ohio, Pennsylvania, Virginia, and West Virginia

## LEGAL RESERVE FRATERNALS

### Aid Assn. for Lutherans Awards Six Scholarships

Aid Assn. for Lutherans has awarded six young policyholders scholarships for four years at Valparaiso University. Awards went to Donald Hemingway, St. Joseph, Mich.; Harlan Niefeld, Atwood, Kan.; Robert Raasch, Norfolk, Neb.; Janet Lemke, Appleton, Wis.; Eunice Riemer, Middleport, N. Y., and Ruth Gezeuske of Faribault, Minn. There were 145 personal policyholders who took scholarship exams in 73 localities.

### New Fraternal Digest Is Now Available

Providing up-to-date authoritative information about more than 200 fraternal societies, the new 1951 Fraternal Compend Digest is just off the press. In this specialized annual, the exhibit of each society is designed to show its financial and actuarial condition, the costs of insurance to members now being admitted, and the essential features of the contracts now being sold. There is also

a brief history of each society, including any readjustments, mergers, etc.

Special sections include a geographical directory with memberships by states, an analysis of business in force on various reserve bases, and a table ranking the societies by business in force. Numerous other useful related tables are also included. Copies may be obtained from the National Underwriter Co. at 420 East 4th Street, Cincinnati 2, at \$2.50 singly and less in quantity.

### Granrud New Lutheran Brotherhood President

Carl Granrud has been elected president of Lutheran Brotherhood and N. K. Neprud, vice-president.

### Emig Flag Day Speaker

Fred W. Emig, supreme vice-archon of the Royal League, in his talk at the Flag Day observance at Stony Hill school house in Fredonia, Wis., reviewed the history of the flag, pointing out that it epitomizes patriotism. The school house ceremony sponsored by National Fraternal Flag Day Foundation, was the climax of a nation-wide observance of the week designated fraternal week by National Fraternal Congress.

Mr. Emig stated that the flag has been the symbol of man's refuge from oppression throughout history. He observed that a thoughtful mind, when it sees a nation's flag, sees not the flag but the nation itself. Whatever may be its symbol and its insignia, there can be read in the flag the government, the principles, the truth and the history that belong to the nation which sets it forth.

### Aid Assn. Wis. Group Elects

Harry E. Bertram, Milwaukee, was re-elected president of Wisconsin Federation of the Aid Assn. for Lutherans at the annual convention at Racine. Walter Kuehl, Neenah, was named vice-president, and Louis Freude, Appleton, secretary-treasurer. The Appleton Branch No. 1, which will observe its 50th anniversary, was awarded the 1952 convention.

Walter L. Rugland, actuary of the fraternal, reviewed the growth of Aid Assn. and said it is only through life insurance that the individual can, through private enterprise, guarantee the future security of his dependents.

U. S. Senator Alexander Wiley of Wisconsin was the banquet speaker.

All officers of Scandinavian American Fraternity were reelected at the annual meeting at Madison, Wis. Elmer Anderson, Eau Claire, grand secretary, continues in a post he has held since 1936.

William J. Moir, New York City, was elected grand regent of the Royal Arcanum at the closing session of the annual convention at West Point. The society voted to establish a scholarship fund to aid in the education of sons of members.

### New Columbus C.L.U. Head

R. B. Brown, Northwestern Mutual, has been elected president of the Columbus, O., C.L.U. Dale Miller, Bankers Life of Iowa, is vice-president, and Franklin T. Phillips, Columbus Mutual, secretary-treasurer.

### Equitable Employees Win Prizes

Two employees of Equitable Society won prizes for class leadership at the commencement exercises of Insurance Society of New York.

James E. Keefe won a prize in the class on principles of life insurance, awarded by the Alfred G. Borden Memorial Fund. Mr. Borden is the late vice-president of Equitable Society.

Raymond McCullough won the prize

in the class on the legal aspects of life insurance. His prize was awarded by J. J. Nietman, the class instructor. Mr. Nietman is assistant counsel of Life Insurance Assn.

### Stock Used for Trust

RALEIGH, N. C.—Aubrey L. Brooks, Greensboro lawyer, author and political leader, has given 1,400 shares of Jefferson Standard Life stock to University of North Carolina. The stock valued at more than \$50,000 will be used to establish a trust fund for the university press.

### New Home for Yates Agency

Massachusetts Mutual is constructing a four-story office building which will house its John W. Yates agency at Los Angeles.

Also being built is a glass pavilion display center to be used by Remington-Rand. The two structures will be joined by a connecting conference room.

### Vicino Chief N. Y. Actuary

Gerard A. Vicino has been appointed principal life actuary in the Albany office of the New York department.

He was formerly with Aetna Life for more than seven years. He holds a B.S. in mathematics from University of Connecticut and had a year of graduate work at New York University.

He is an air force veteran and an associate of Society of Actuaries.

### Georgia Agents Elect Dial

Roy L. Dial of Albany, is the new president of the Georgia State Assn. of Life Underwriters. He is district manager for Gulf Life. Luther H. Guest-Atlanta manager for Connecticut General, is first vice-president. Y. G. Morrison, Marietta manager for Life of Georgia, is second vice-president.

### South Bend C.L.U.s Elect

Loyal B. Wilson, Mutual Life, has been elected president of the North-Central Indiana C.L.U. chapter at South Bend; Paul Kenney, Prudential, vice-president, and Joseph W. Hennessy, Jefferson National, secretary-treasurer.

## Convention Dates

Aug. 23-24, Federation of Insurance Counsel, Sheraton hotel, Chicago.

Sept. 10-12, International Claim Assn. annual meeting, Monmouth hotel, Springfield, N. J.

Sept. 16-19, American Bar Assn. insurance section, Hotel Roosevelt, New York City.

Sept. 17-21, National Assn. of Life Underwriters, annual meeting, Biltmore hotel, Los Angeles.

Sept. 24-26, Life Office Management Assn., annual conference, Edgewater Beach hotel, Chicago.

Sept. 24-27, National Fraternal Congress, annual, Morrison hotel, Chicago.

Sept. 26-28, Society of Actuaries, Royal York hotel, Toronto.

Oct. 9-12, American Life Convention, annual meeting, including annual meetings of the Legal, Financial, Agency, and Combination Companies Sections, Royal York hotel, Toronto.

Oct. 18-19, Zone 5 meeting of N.A.I.C., Skirvin hotel, Oklahoma City.

Oct. 22-24, Zone 4 meeting of N.A.I.C., St. Paul hotel, St. Paul, Minn.

Oct. 29-31, Life Insurance Advertisers Assn., Inn and Lodge, Williamsburg, Va.

Oct. 29-31, Bureau of A. & H. Underwriters, the Homestead, Hot Springs, Va.

Nov. 1-3, Mid-West Management Conference, French Lick, Ind.

Nov. 8-10, Institute of Home Office Underwriters, annual meeting, Edgewater Beach hotel, Chicago.

Nov. 12-16, L.I.A.M.A. annual meeting, Edgewater Beach hotel, Chicago.

Dec. 2-6, National Assn. of Insurance Commissioners, Hotel Commodore, New York City.

Dec. 12-13, Life Insurance Assn. of America, annual meeting, Waldorf-Astoria hotel, New York City.

Dec. 13, Institute of Life Insurance, annual meeting, Waldorf-Astoria hotel, New York City.

## OBSERVATIONS

### More Life-Casualty Unity

Development of a standard group plan for employees on defense contracts has gotten the life insurance and casualty insurance people working more closely together than ever before. Defense Department Insurance Director Kane reports that the life companies and the casualty companies in the disability field are participating jointly in development of a standard coverage.

### Same Effect, Different Cause

Group sales in the New York area are lagging this spring, but they don't look so bad when compared with last year. But the reason for the production slump is different.

Over-all group production was down last spring because salesmen were concentrating on selling coverage under the disability benefits law. This took them away from their other group activity. This year sales are lagging because of the wage freeze.

### Big Combination Companies Swell L.U.T.C. Classes

(CONTINUED FROM PAGE 3)

neophytes. After a man has had some months in the business, he may be left to his own devices. This is where the L. U. T. C. training steps in, continuing the training of men who have made an initial success in the business. As in the case of any other intra-industry project, L. U. T. C. has enormous value to the agents enrolled, because they get to exchange viewpoints in their classes with men from a great number of other companies. They pick up the feel of the business as an institution. They come to know their colleagues in the business and the problems which are common to all of them. They receive a great many hints which help them in competition, but they get other hints which help them in cooperation with the representatives of other companies. This is a perspective that no individual company course can provide.

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## Berkshire Life Marks First Century as Windup Period

(CONTINUED FROM PAGE 3)

against the board. The magic of this defiance of the law of gravity contributed as much as the actual items that were plastered on the board, to keep the attention of the audience glued on the proceedings.

Stanley Newton, assistant superintendent of agents, was general chairman of convention arrangements.

Gardner F. Knight who didn't squirm too much at his introduction by Mr. Hart as "our colorful actuary," gave a succinct analysis of the pocket rate book that goes into effect in July, and the new and higher dividend schedule. He emphasized above all else its readability. The "merchandise" chart in the book he commended especially. He said the company had discontinued the use of the term "substandard" and hereafter this will be known as "special ratings." This change in nomenclature provided some fun throughout the proceedings as various speakers pretended to forget and start to speak the nasty word "substandard" before recalling the new application of semantics.

### New Policies Explained

He explained the new graded premium endowment at 85, income at 65 or 60 and the added protection plans. The term line has been extended by the addition of non-renewable 10 year term, convertible within eight years of issue, and non-renewable 15 year term, convertible within 12 years of issue. For these plans, a \$2,000 minimum sum insured applies. Special ratings are available up to 200% as are disability waiver, disability income and double indemnity.

The offering of single premium plans has been extended by the inclusion of 30, 25, 20, 15, and 10 year endowments and endowments at 60 and 55. A 25 payment life policy has also been added.

The retirement income line has been entirely revised as to premiums, non-forfeiture values, making them much more attractive than before. On the revised basis, the retirement value per \$1,000 sum insured is \$1,447 for male age 70; \$1,623 for male age 65; \$1,825 for male age 60 and female age 65; \$2,041 for male age 55 and female age 60; and \$2,262 for female age 55.

### Now Graded Premium Life

The Berkshire Benefactor has been renamed, without other change, the Graded Premium Life. This will continue to be available for amounts of \$5,000 or more. Special ratings, except for aviation, will not be available.

Missing from the new line are the double protection and 5-year renewable term plans.

The issue age range for the preferred life plan is extended from 15 to 60, rather than from 20 to 55.

The upper age range of the 30 year endowment has been extended to age 50; of the 25 year endowment to 55, and of the single premium endowment at 65, to 55. Also the issue ages of the one- and two-year terms, automatically convertible, have been extended to 64 and 63 respectively.

### Added Protection Policy

The added protection policy replaces the double protection plan which was a preferred risk policy with a \$10,000 minimum. The new policy is a standard rating contract with equal parts of endowment at age 85 and term coverage to age 65. It is issued at ages 20 to 50, including class D, and for a minimum of \$2,000 initial amount insured.

The graded premium endowment at 85 has premiums that are 50% of the ultimate premium for the first three years, 75% for the 4th and 5th years, and level at 100% thereafter. It is issued at ages 15-60, minimum \$1,000, and can be written with a 500% rating. The juvenile progressive security

plan provides \$1,000 to age 21, (\$250 first year if issued at age 0), then it provides \$5,000 protection to age 65, then gives a monthly income, 10 years certain, of \$25 for males, \$22.25 for females. Level premiums throughout. Standard only. This plan is also issued on a return premium plus 2 1/4% interest plan for death before age 5. Payor death premiums were reduced on most plans and are available to class D of applicant instead of C. On payor death or disability plans, the applicant's age was increased from 50 to 55. If the applicant is standard and the child is 5-14, this is available to a class D of child.

### Commutation of Payments

Commutation of certain payments under life income, years certain option will be on a 2 1/4% basis rather than 2%. The change is the result of using this higher interest rate in calculating the more favorable rates for this option. Many of the other options have liberalized benefits. Cash values may be applied under a settlement option after the policy has been

Family income riders have been thoroughly overhauled. There is a substantial reduction in the premium rates, placing them on a guaranteed cost non-participating basis and the privilege of conversion has been included. If the original need for the rider changes or disappears, instead of the rider being dropped and becoming a dead loss, there is a chance to salvage part of this coverage. The insured can now convert to permanent insurance within the convertible period without evidence of insurability on the attained age basis.

There has also been introduced a double family income rider which pays \$20 per \$1,000 basic policy. Hence with a \$5,000 basic policy and this rider, \$10,000 protection can be provided as far as monthly income is concerned. These double income riders can be written for 10, 15 or 20 year periods. Insofar as income is concerned, \$5,000 insurance can do the work of \$10,000.

Dr. Frank Harnden, medical director who is greatly beloved, gave out with some interesting underwriting liberalization announcements in a quiet, witty and whimsical way. He addressed the audience of agents as "my assistant medical directors." He said the underwriters used to be scared of "Slim Jims." Now they will go to 6 feet 6 inches and even take such giants at the regular rate. Berkshire has relaxed somewhat on overweights, has relaxed a little on blood pressure, especially in respect of

diastolic. On coronary, he said, "we offer a mild 400 to 500% rating." This used to be a flat declination. On heart murmurs there is a wider range of ratings and the company will take some which it used to decline outright. Berkshire is more lenient on asthma. Much was learned about this during the war.

At this juncture Dr. Harnden came out with a formidable sounding and lengthy medical term which no one in the audience had ever heard of before. "Don't worry about that," Dr. Harnden said, "we decline it."

On gallstones there are more definitive classifications. On ulcers, "we take ulcerettes for junior executives."

### Kidney Removal

On kidney removal, "we come down a little after 10 years." On diabetes mellitus, which used to be rated at \$15 to \$20 per \$1,000, "we will look at all of them and give a rating on the percentage of mortality."

There has been a little liberalization on foreign residents.

Secretary Merrill R. Tabor took over to tell about some improvements in the policy and rider conditions. He mentioned that a Tulane professor that is bringing out a book on insurance soon, has selected the Berkshire Life policy for his example. The term "special rating" has been inserted and the term "substandard" has been removed from the policy. In the policy loan section there is a provision that a loan will be made as soon as cash value accrues rather than not until after two years. The premium for the balance of the policy year is no longer deducted. Pas-



W. R. FUREY

in force five years, rather than 10 years as was true in the old policies. And the age 50 restriction has been eliminated when cash values are applied under the life income, no refund option and life income with cash refund.

In addition to the regular pocket rate book is a new loose-leaf master rate book which is complete, but is not taking the place of the office or cashier's rate book. It gives in greater detail the rates and values of the policies and options.

A "Merchandising Chart," which can be easily carried in the pocket, is a digest of policies, riders, and annuities, adult and juvenile, giving the underwriting limits and other pertinent information for each plan.

### Improvements in Riders

Elgin R. Batho, associate actuary, announced some of the improvements in the riders. For instance, premiums have been reduced varying as to plan and age at issue, for waiver disability. The income disability rider has been liberalized so that it now pays \$10 per \$1,000 instead of the \$7.50 which has been the Berkshire plan since it re-entered the field in 1948. Also on most plans, a maturity at age 65 benefit has been added so that when the disability income ceases at age 65, the disabled policyholder will not then be cut off from his income as under present policies, but the company will then mature the policy for the full amount. From this value income options can continue an income to him.

## Let's Talk

September will mark the 26th year since Paul G. Dallwig started his Record Book business in Chicago. (Incidentally, the first purchaser of a Dallwig Record system—Chester A. Flitcraft of Chicago—is still an active user of the book. This, we believe, is significant because few businesses survive for a quarter-century unless they have a meritorious product or service.)

Now, after 25 years of service to life underwriters, Mr. Dallwig has retired from business in order to devote the major portion of his time to giving lectures on the public lecture platform from coast to coast.

In order to carry out his retirement plan, Mr. Dallwig sold his business to R & R on April 1st of this year. "I am very happy," Mr. Dallwig said, "to have R & R take over my Record Book business as I know they will continue to furnish the high class merchandise it has been my policy to furnish my customers."

Since The Dallwig Policy and Commission Record for life underwriters has been advertised nationally for 25 years, we will sell and continue to advertise it under the name "Dallwig." We have made only two changes: (1) new and improved binders for the system and (2) an improved index.

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sengers on a pass in commercial airlines are covered for double indemnity.

For persons receiving waiver of premium benefits, the double indemnity feature is suspended only for the period of the disability. In the past double indemnity was canceled out entirely for

those on waiver of premium. One policyholder withdrew his claim for waiver when he discovered this. On disability, benefits are excluded for men in military service only for service connected disability. In the past men in military service got no benefit regardless of the cause of the disability.

The automatic premium loan provision is sufficient cash value to pay for a quarterly premium instead of after two full policy years.

In connection with the aviation exclusion there is provision for return of premium or reserve, whichever is larger. He also told of some improvements in the settlement options.

Roy Wallace, assistant actuary, told of the many juvenile changes. There are now 34 juvenile plans instead of 18.

Mr. Furey gave a talk on the net cost picture that made a great hit. He said the most important factors in producing competitive net cost is a vigorous sales effort on the part of quality agents, the possession of saleable merchandise and a company of the right age and stature.

Berkshire Life, he said is second to none in investment yield. It keeps its cost of doing business in line. He said the agent should demand economy of the head office. Eighty percent of the expenses that are incurred are in, by and for the field. For 17 years the chart line of mortality earnings has steadily been improving. Berkshire has now been able to increase its dividend scale. It has been spending only 40% of its earnings for dividends as against an average of 65 or 70 for the business as a whole. On July 1, Berkshire is reducing many premiums, that is in the nature of a guaranteed dividend. Berkshire stands very high in point of growth in business, favorable investment and mortality earnings and economy of operation. He gave a wealth of comparative figures that made good reading to the men on the firing line.

#### A. & H. Developments

Mr. Hart took over to talk about A. & H. He said that the progress that has been achieved in the first year has been done without benefit of an agency director for A. & H. Berkshire is in the market for a topflight man.

He urged the agents to get excited on the income potential of A. & H. It is good stable earning income. The agent can think of it, for instance as vacation money. He urged the agents to make use in their selling activity of information as to claims that have actually been paid. They should have that list with them. This is a great sales closer in A. & H., he insisted.

Berkshire is ready to write non-occupational A. & H. in New York and Massachusetts, and will have it available in other states in due course.

Berkshire is committed to the principle of doing its underwriting when the application comes in and not at the time of the claim. It goes out to get all of the information at the outset. He counseled agents to impress upon their customers the exclusions of the contract. Some companies, he said, underline these exclusions in red pencil.

He advised agents not to become excited when there is an argument with their clients on a claim. It is just inherent in the business that such differences will develop and time wears off the rough edges. The life insurance man in relation to A. & H. claims has to be somewhat thicker skinned than he is on life claims. No one claimant who is hot under the collar is going to wreck an agent, he said.

Mr. Hart mentioned that a number of the giant life companies are now entering the A. & H. business. That is all to the good, he said. The more people that are talking it, the more activity and the more the sales. The more the merrier. The life insurance agent makes many a sale because some other agent has talked it up. The same is true for A. & H.

Lewis Hendershot, assistant secretary and director of sales promotion, gave a thorough presentation of various sales aids that have been developed to keep

step with the new line of "merchandise."

Mr. Furey in his closing talk was able to present to the group some notes that had been prepared by the late Marshall Holcombe for his scheduled appearance at the Berkshire Life convention. After Mr. Holcombe's death, his secretary discovered these notes and Mr. Furey read them to the group. Mr. Holcombe characterized Berkshire Life as a company in which conservatism is marked with vigor, as a company that stands out for ethical, quality operation. He said Berkshire Life has followed the highest standards and the austerity that has been demanded by Mr. Amber is beginning to show results.

#### Master the Changes on the Fly

Mr. Furey went on to give counsel of his own. He cautioned the agents against sitting in their offices and stewing over the various changes and liberalizations. The best way to master these changes is to use the rate book, he said. He pointed out there are slightly increased commissions on many plans. He said Berkshire Life is committed to paying out all that it can in first year commissions. Soon after Labor Day he said there may be a flying squadron organized from the head office to go about the country indoctrinating the field force in the changes. The next convention he said will be in 18 months but with a qualification period of not to exceed 12 months.

Mr. Furey then launched into his inspirational talk. He said that men and only men will determine the future of the company. There must continue to be men at the head office capable of national thought and vision in the conduct of their departments. Some 50 or 60 of the best general agents in the business are needed and they in turn must hire and train a large group of successful men in supervisory or second-string management posts. Then there are needed hundreds of career underwriters. Successful building of manpower is the key to the future of the company.

Mr. Furey went on to say that those that were born at about the time he was which was in 1902 have had the unusual experience of living until about 1930 under the old scheme of things and since then under the new scheme. The old scheme was not all good, on the other hand it was not all bad, he said. On the bad side he cited the dollar a day wage of the laborer, disgraceful home, health and sanitary conditions for the masses, living conditions of coal miners and steelworkers in western Pennsylvania, exploitation of the many by the few. There were the evils that existed in life insurance and that were corrected by the Armstrong legislation. Much permanent good has been accomplished through labor unions, some of the New Deal legislation, restrictions governing financial management of all kinds, improvements in housing conditions, wage scales and working conditions generally. Also real progress is being made in the life insurance business.

#### Cites the Old Virtues

On the other hand the old days typified by a spirit of rugged individualism and emphasis on the simple virtues that must not be lost but which he fears are being lost. He took his father, W. M. Furey, as an example. He was born on a farm in Pennsylvania and had only seven years of education. By nursing and feeding a pig that was given to him he at the age of 15 financed a suit of clothes for himself and a trip to Pittsburgh and started to work as office boy for Berkshire Life in 1886. He worked from 8 a.m. until 6 p.m. for \$3.50 a week of which he saved \$1. It was no easier then for a person to deny himself things that were wanted in order to save money than it is now. Five nights a week he went to business college and paid for it out of his own pocket. There was no one to subsidize his training. Saturday evenings he worked in a men's furnishing store and in his overtime went out and sold up to 100 insurance policies a year.

These men, he said, enjoyed life and obtained happiness because they knew that happiness could not be obtained from idleness, from short hours, self-indulgence in either pleasure or spending nor from having someone else look out for their welfare and do their thinking. Industry, perspiration, the will to work, the will to get ahead, the guts to save and to deprive oneself of immediate pleasures for the long-term future were the keynotes of those days.

Opportunities today exist just as much as they did in those days, crying for men to qualify for them. There is no large company, including Berkshire, that is not crying for top men who can and will do top jobs.

"We must fight the battle against possible loss of individual enterprise and individual drive under today's improved conditions," he said. Today the young man comes into the life insurance business highly educated and he is probably subsidized at the outset. He gets paid whether he works, succeeds or not. He is trained with the finest material that can be bought and for a long period he is an apprentice to a successful man or group of successful men. He is very likely imbued with the philosophy of working as little as he can and getting as much as he can. He is like young men in other lines who ask the first question of a prospective employer, "What have you got to offer me?"

The excuse is often given that current shortcomings are to be excused because these are times of great crisis. But crises are and always will be here. There is nothing more to be desired than the ability without losing stride to take a new idea, a changed scheme of things and continue to do the job that has to be done. If an agent lets these things continually disrupt and interrupt his efforts he is just like the prospect who continually lets excuse objections prevent his buying the insurance he needs.

#### Place of the Individual

Everything that is occurring in the world today is a battle to determine the proper place of the individual in society, but the individual can get hurt if he lets up on his part while things are made better for him, Mr. Furey declared.

"Are we smart enough to believe and to know that happiness cannot be obtained by idleness or inactivity?" he asked. "Are we smart enough to know that what the good book says 'Give and ye shall receive' is the one and only path to happiness? Do we realize that the swing to material things is not in our best interests if it is not balanced by a worthwhile effort on our part?"

The nervous strain and nervous breakdowns that are common today are due to the fact that the populace has laid aside the old virtues and the great spiritual values of life and are off on a race for material things gotten in the easiest and quickest way without putting in any effort.

"We must learn and live and preach that only 90% of today's earned dollar is expendable no matter what the sacrifice. We must learn that almost any income can and will go round and 10% must be left over and laid away largely in the great institution of life insurance or there can be no security, no mental health and little physical well being. We need a return to the realism of faith, loyalty, honest work and earning what we get."

He said he would like to see the life insurance man devoting 40 energetic hours per week in passing his message on to others. Most of his time must be passed in being on the way to, with or coming from a prospect. An agent should have sense enough to sell 100 cases a year. The agent must quit looking for the easy way—the tax approach, the single premium sale, some panacea that will enable him to make the most with the least effort. He must go out and carry his message of true happiness and security to all the people. He likes to see an agent leave the office at 9:30 after having planned his day and sell interview after interview until 5.

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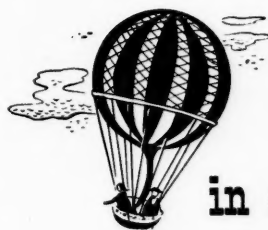
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